PRINTERS' INK

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

Vol. CXXXII, No. 1

NEW YORK, JULY 2, 1925

10c A COPY



B. A. I. S. 1925 with N. W. Ayer & Son

"There's plenty of room," said Alice

BOSTON has never had a leading brand of butter. So to speak, it has been an open market. 'The Fairmont Creamery Company has had its share of the business, but there was plenty of room for improvement. So this spring they decided to make a drive and win the hub, spokes and fellies over to Fairmont's Better Butter.

Fairmont's ambition was to multiply their weekly sale by two and double their outlets. The job was entrusted to Advertising Headquarters and we prepared a campaign that translated the great green pastures of the West, the source of Fairmont Cream, their crystal streams, the fragrant breezes and golden sunshine into copy that sang of June in the country.

This campaign was vigorously merchandised to the trade with the result that they increased the number of their accounts by 80 per cent, and it required fully three times the regular quantity of Fairmont's Better Butter to take care of the opening week.

The advertising made it easy for Fairmont to get this business and it should not be hard to hold because, as the March Hare said to the Hatter at the tea party in Alice in Wonderland, "It was the best butter."

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



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Once more, let's get down to fundamentals

—and remember that, after all, copy is the basic element in advertising that sells.

The more exhaustive research, the most scientific methods of distribution, the most attractive store displays, the most intelligent selection of media,

will not successfully create and increase the consumer demand for any product, unless the advertisement at least interests the reader in the product.

Federal functions fully in all the essential factors contributing to the success of any product or business, but advertisers, who believe in the fundamental importance of copy that *sells*, have an even more important reason for consulting Federal.



Federal Advertising Agency, Inc.
6 East 39th Street, New York

PRINTERS' INK

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Vol. CXXXII

NEW YORK, JULY 2, 1925

Salesmen's Trumps for Buyer's Aces

Eleven Sales Executives Tell How Their Salesmen Are Trained to Overcome Excuses for Not Buying

By Charles G. Muller

"I'M not buying yet."
"See you in New York."

"I'm overstocked."

"I can't get an order confirmed

"There's no demand for your

ready. Why should I take on yours?" "I've got two good lines in al-

"I've got most of the last order

still on the shelves.'

or

a-

n

And then—does the salesman walk out of the store downcast and done for the day? Or has he a few trumps up his sleeve to play on these dealer aces? Does he sit right up, take the trick and leave the game a winner?

When the dealer plays what he thinks is his high ace and looks triumphantly at your salesman, who is trying to sell him a bill of goods, can your salesman quickly pull out a trump and beat the ace? Can he do it often? Can he find a trump for all the dealer aces he finds tossed down on the table in the course of a week's selling?

Have you ever thought of making up a list of buying objections with a trump for each one? you have, have you been stumped occasionally to find a good trump for a particularly strong buyer

Look this collection over. It is an assortment of trumps gathered from a variety of specialty and staples fields.

Vantine's has about 400 items in its line of incense, incense burn-Table of Contents on page 182

ers, and toilet goods. Most of these sell in small orders, and therefore it is important that salesmen sell to a high percentage of the buyers they approach. To help the men get orders in spite of the dealer's real or fancied reasons why he isn't in a position to buy, D. S. Schwartz, sales promotion manager, has made up a portfolio of trumps. When a salesman or trumps. When a salesman sends in a report that the "dealer was out" or "he says our prices are too high," Mr. Schwartz digs out the particular trump that's needed, gives it to the salesman and tells him to use it. The portfolio is filled with cards that have proved to be real trick takers.

They're expanded to fit particular needs, of course, but here are a few in outline form:

Dealer-"Nothing doing. got most of the last order left." Salesman-"Have you displayed

Dealer-"Sure thing."

Salesman—"Where? Did you put it where anyone could see it? Have you changed the items regularly to show that you have something different all the time?"

Trumped.

Dealer-"Not at all interested in

your line. Sorry."

Salesman-"Not interested? Not interested in profits? Why, that seems unreasonable (This is a You mean large-profit line.) you're really not interested in profits?"

Trumped.

808656

Dealer-"All stocked up." Salesman-"Stocked up with

what? Let me fix a display and see if it's a well-balanced stock." Salesman takes time to arrange a good display, and in doing this he "Here is a finds weaknesses. good item you could sell right in this display, Mr. Dealer.

Trumped again.

Dealer-"Call again, friend." Salesman—"Sure thing. But, say, this special deal will be finished before I get around again. It brings some extra profits with it right now, but it won't later. Or, the wise salesman has some small article in his hand to attract the buyer's attention.

Trumped. Clerk-"The buyer's out, old

man."

Salesman-"Gosh, that's too bad. Well, how are things moving, anyway?" He finds out what is moving and what is not. Then, the sales promotion department. acts on his report and writes direct to the buyer saying Vantine's is sorry the salesman missed him and suggesting he fill in certain This works in a large percentage of cases. If it was only a stall about the buyer being out. he realizes the company is on the job just as strongly as if the buyer were in. If the buyer was really out, he is pleased at the attention. Trumped.

Dealer-"I don't want your goods. My competitors are cut-

ting prices on it.

Salesman-"That's only temporary and it's not good business. They'll stop it. They're only doing it to close out a few items." (This is a pretty hard ace to trump, and needs good work on the salesman's part.)

Dealer-"I want an exclusive

agency."

Salesman-"In a line like ours? Can't do it. In our line, wider distribution creates more desire because more people see it and know about it. If you were opening a grocery store you wouldn't leave out Campbell's soups or Heinz's beans just because the other grocery stores in your section handled these lines, would you? It's the same with Vantine's line." Trumped once more.

Dealer-"Your prices are too

high."

Salesman-"Too high! But you can't compare them, Mr. Logan, because there's nothing to com-pare them with. This is a distinctive line. There's nothing else like it. Or, in some cheaper stores, "A few good items from our line would be mighty attractive and lend a lot of tone to the store, don't you think?"

Trumped and sold.

NOVELTIES A GOOD TRUMP

The specialty item and the novelty are among the best cards the salesman can carry for getting an entree into the new store he tackles. W. H. Whitney, president of the Colonial Paint Works, gets out on the road a great deal and finds that a special article helps his men greatly.

"I have a couple of good paint lines in now," declares the dealer.

"Well, that undoubtedly is quite enough. But even with these other lines, you haven't got Adhesium, and you could sell a lot of that." Trump for Adhesium. Later more of, or the entire, line gets into that store where the specialty was the entering wedge.
"No more paints. I'm all

stocked up."

"All right, no more paints. But here's something for bill posting. for book binding, for rattan furniture and for filling cracks in walls. It's not paint. It's Adhesium. You haven't got that."

Walter Wolf, general manager of the Myriad Manufacturing Company, fur trimmings and leather novelties, also finds that where a dealer is handling good lines and is satisfied with them, the salesman can get in with the

novelty and specialty.

One of the leading candy manufacturers reports the same thing. When this company's men go into a store and find the "full up" sign out, they take a look at the counters and decide whether the dealer means what he says. If he has been truthful they say:

"I can see you are stocked, Ir. Dealer. You've got lots of Mr. Dealer. pounds. But how about some of



Average Life of Magazines

EVERY advertiser and agent will be interested in the recent report on the life of magazines made by R. O. Eastman.

Christian Herald is naturally proud of its standing as a leader of all publications investigated.

Christian Herald

Bible House

New York

Graham Patterson, Publisher

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these novelties? They don't mean much in price to your customers but they mean a lot to you in profit."

These men meet the "no demand" ace with two big cards. The first is to point out that advertising is not expected to sell goods right off the counter with no dealer effort to help. The second is to point out what the company's own retail stores are doing with the same lines. Then, the salesmen give an actual case of Henry Small who took his candy off the counter and dropped 20 per cent in sales. When he put it back on, the salesmen tell the merchant, he got his 300 boxes weekly again. Sometimes, the trump to this ace is to beg the question, the experience of one of the leading salesmen proves, and to admit there is no demand. Then the thing to do is to show the retailer how he can sell the line, to make him a good merchandise man.

The Bulova Watch Company finds the merchandising trump successful in taking the trick from the dealer who refuses to buy because "business is rotten" or "I'm over-stocked."

When his men run into these aces, sales manager John Ballard's staff admits the dealer is right. "Yes. Business is poor. But it can be made good. How about trying it this way." The company's latest merchandising plans are laid before the dealer and—trump. The same for the "over-stocked" argument. "Yes, I can see you're filled up. But I can see, too, that you're not selling the proper lines. Here's what Johnson in Ashtabula did to move these..." Another trick for the winning side.

Sales Manager Holmes, of the Crofut Knapp Company, says the biggest ace he has run against is, "I'm handling enough lines for a business my size."

"If the salesman tries to beat this with a display of his line, he's lost. But he can trump it," says Mr. Holmes, "by showing the dealer that although he may be serving his business all right, 'how about the man who doesn't come into your store?'" "'This line,' continues the salesman who knows the value of his cards, 'will bring in the customer you haven't got now—the man who wants high-grade hats and who will bring in the high-class trade with him.' That's a good, tested trump."

"What's the strongest reason in the linen line for not buying?" I asked Herbert Young, vice-president of Thomas Young, Inc.

"Merchandise manager won't let me buy," was the answer.

"What does your salesman say to that?"

"Nothing. He gets out." The buyer's ace wins.

In the dress business, there are many definite turndowns that the salesman gets to know. Sometimes he gets tired of trying to combat them, and he lets them stand. When that happens in the Valco Manufacturing Company, which makes pajamas as well as dresses, sales manager William Oseasohn gets into the game himself, shuffles the pack for a new deal and sets out to see if trumps have lost any of their value since the days he was on the road.

Out on the road again, this sales manager uses the first of his trumps, which is to know the retail angle of the business so as to talk the buyer's language and understand the buyer's problems. Recently, he went to Wheeling, West Virginia, he says, which was a bad town at the time for the wash dress business. He couldn't show a certain buyer his line, and he didn't try. The buyer didn't want to see the line anyway, so that was all right. But a short talk showed the sales manager that the buyer did want to see some large figures on the department's balance sheet, credit side, at the end of the month. And so the trump came out-a merchandising plan for bringing the buyer this balance for the department. result was a \$1,600 order where \$50 was an ordinary one.

"Not buying. I'll look over your

line at the market."

If the account is a pat one, the dress salesman says: "Fine." But if the buyer doesn't take that look

(Continued on page 152)

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But look



"Gee! This train's ahead of itself"

"Ahead nothing! It is right on the dot, Fats."

"By my watch she ain't due for forty minutes."

"By your old potato! I guess you forgot to wind it."

"Old potato nothing! That watch is solid silver."

A boy's watch is the pride of his heart, whether resurrected from the relics of his grandfather or bright and shiny-new from the smartest shop on the avenue. In most things a boy's sentiment is buried deep, but ridicule the thing he loves and you challenge his loyalty, and that's playing with matches.

Through AMERICAN BOY advertising you reach 500,000 warmhearted, friendly, watch-wanting youths. They average 15½ to 16 years old. Practically all of them are of high-school age. Just the age when they throw a lot of dog and want the things that mark the man—of property. Just the age when the word of a chum or older brother, on what to do and how to do it correctly, is taken as gospel. The chum of youth is the distinctive field filled by THE AMERICAN BOY. For twenty-five years it has counseled and guided the cream of American boyhood.

Put to work for you the trust which these youngsters have in THE AMERICAN BOY, the magazine which is almost the only reading regularly indulged in by half a million young fellows of decided preferences. Copy received by September 10th will appear in November.



Seven billion dollars' worth of textile products are sold every year

J. WALTER
ADVERTISING

Clothing and Textile products advertised by The J. Walter Thompson Company

Barbour's Linen Thread Butterick Patterns Carter's Knit Underwear Corticelli Silks David & John Anderson Ginghams Nemo-flex Corsets Peace Dale Yarns President Suspenders Shelton Looms Products "U. S." Raynsters Waterside Corduroy



ANY of these are staples—with a value following closely the cost of raw materials and labor.

In sharp contrast are the highly developed style creations where intrinsic cost is but a small fraction of the selling price.

Between these two extremes lie the products of mass production—where materials and style both play a part in determining price.

For each of these groups the selling problem is different. But to each of them advertising offers a way to secure that stability of demand, which is such an important factor in maintaining volume. And by using this force textile manufacturers today are winning the same sort of leadership that has already been achieved by successful advertisers in other fields.

If you make a textile product, the experience of the J. Walter Thompson Company in this and kindred fields will help you sell in greater volume.

THOMPSON CO.

NEW YORK CHICAGO BOSTON CINCINNATI SAN FRANCISCO LONDON

Must Department Store Copy Always Feature Bargains?

James McCreery & Company Find a Copy Style Which Outsells the Low-Price Appeal

DEPARTMENT store copy centres around the idea of bargain prices. This is true also of retail advertising in general but not to quite so large an extent.

Now is there nothing else which a department store can advertise besides sales? Manufacturers have a direct interest in the reply to this question, inasmuch as their merchandise is featured in these sales. This is the way James McCreery & Company, New York de-

partment store, answer it.

"Up to a couple of years ago, luggage department stimulated by sales of cheaper trunks," explains advertising manager W. J. Brown. "At that time, a young man took charge of the department under a policy of building up a quality business. This, in the natural course of events, eliminated many sales. And as sales are very important to the life of any section of a department store, something had to be found to replace them in the luggage department.

"We decided that that something must be entirely in line with the plan of pushing the department's high-grade merchandise, and we felt that it would be effective to use some sort of advertising which would not over-emphasize any particular item but which would give some interesting historical facts about luggage and tie up with the quality appeal of our

department.

"The hard part was to combine information with interest, chiefly because we could not find any information. We searched libraries and we queried experts in the business of trunks and bags. The lack of material was surprising. Then we found our way to the Metropolitan Museum of Art which opened its collections of old traveling pieces to us. Here we found much of the historical data we wanted. We came on all sorts

of odd pieces, even old trunks that sprang open much on the plan of a jack-in-the-box. There was information on trunks and containers from the days of Sargon.

'The next problem was how to



"Careful there with my trunks," warned Olaf to his packhorse

"Humph," snorted the luckless horse as he tore madly along behind. "I wish to Woden you had left some of this junk at home."

For Olaf, the Viking, was a social creature. And when he fared forth to a three or four day feast-he took along much, much luggage wooden chests of clothes and hampers of food—all slung haphazardly on rackhorse.

Now the modern man travels light, either on business or plasaure bent. And if he select this McGreey cowhole case, for instance, his clother will pack tighe and flas; his thirt remain unwinded in the third feld. In 24 and 26 inch 1721.



McCreery Luggage Talks, No. 6

Luggage Department of James McCreery & Co. Fifth Ave. and 34th Street, N. Y.

MC CREERY REPORTS THAT THIS COPY OUT-PULLS BARGAIN COPY

present this information interestingly. It was decided that whimsicality would best serve our purpose, and the result was the following piece of copy accompanied by a humorous picture of a caveman moving his belongings on his back:

"'Aga, the cave man, migrates,"

ran the caption:

One morning in 35204 B.C. (more or less), Aga, a prominent young cave man about town, moved to the other side of the mountain. "Life," quoth

Everybody in Des Moines Reads

The Register and Tribune-News

All classes—everybody—in Des Moines read The Register and Tribune-News. The figures below indicate complete city coverage.

Population

State Census Taken in

Des Moines 140,910
Valley Junction, Ft.
Des Moines, Urbandale (immediately adjoining

Greater Des Moines 150,165

suburbs)

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City Circulation

May, 1925

Evening (one copy to every four persons in Des

Moines) 36,449
Morning (one copy

to every eight persons in Des Moines)

Moines) 18,540 Sunday (one copy

to every four persons in Des

Moines) 36,926

Comparing evening edition with evening edition, The Register and Tribune-News leads the other Des Moines newspaper in evening city circulation by over 35%.

9,255

162,205 Daily

136,359 Sunday

Total Net Paid Average May, 1925

Aga, "is tame here since I killed all the sabre tooth tigers and dinosaurs."

So he packed his duds in a smart (he thought) basket of stripped bark, slung it over his back and, trusty club in hand, set out.

Well—no stripped bark luggage for the modern New Yorker. He puts his faith in sturdy tan cowhide. A McCreery bag like this (a hand-bag from the department is pictured to the right of this copy), for instance, hand made over a steel frame, solid brass locks, 18 in. long. A congenial traveling companion of the right sort, \$29.95.

"Under this copy," says Mr. Brown, "we ran the line 'Mc-Creery Luggage Talks, No. 1,' and below the entire advertisement was printed in small type, 'Luggage department of James McCreery & Co., Fifth Avenue and 34th Street, N. Y.'

"We had intended to run this in with the regular advertising, but later decided that it would better put across the luggage department if it ran alone. The results have been all we expected. There really is an increasing general interest in luggage, as shown by the way the department is going ahead. We have had trickles of comment on the advertisements right from the start. In addition, the department is now selling higher-price trunks."

That this kind of departmental announcement may be an indication of future trends is evidenced by Mr. Brown's expectation of doing something similar in other departments. The method, however, requires much co-operation and a willingness on the part of the department buyer to allow sufficient time for the advertising to build up prestige. Still, it is a rather significant indication as it stands of what stores can do to develop the reputation of departments without feeling it necessary to harp continually on bargain sales.

Lasher & Lathrop Appoints Calkins & Holden

Lasher & Lathrop, Inc., distributor of mill brand papers, has placed its adver-tising account with Calkins & Holden, Inc., New York.

Coral Gables Account for N. W. Ayer

The Coral Gables Corporation, Coral Gables, Fla., has appointed N. W. Ayer & Son to direct its advertising account.

Harry Tipper, Sales Manager, General Motors Export

General Motors Export
Harry Tipper has tesigned as secretary of The Chilton-Class Journal Company, New York, effective July 15, to
become general sales manager of the
General Motors Export Company, also
of New York. He was formerly advertising manager of the Texas Company,
New York. Mr. Tipper joined The Class
Journal Company in 1917, becoming
secretary in 1923 and continuing in that
capacity when the company became consolidated with the Chilton company.
J. H. Dreibelbis, who has been general sales manager of General Motors
Export, has been made a director and
vice-president. Leo M. Rumley, a vicepresident, becomes, in addition, general
manager, succeeding A. L. Haskell,
resigned.

resigned.

Lesan-Carr Agency Organized in Florida

in Florida

The C. C. Carr Advertising Agency, St. Petersburg, Fla., has been merged with the Tampa office of The H. E. Lesan Advertising Agency, The new company is called the Lesan-Carr Advertising Agency, with headquarters at St. Petersburg, and offices at Tampa, Jacksonville and Orlando. An office also will be opened at Miami.

C. C. Carr, who has been head of the C. C. Carr Advertising Agency, is president of the new organization. H. E. Lesan Advertising Agency, New York and Chicago, which will be affiliated with the Lesan-Carr Advertising Agency.

Made Western Manager of "The American Weekly"

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James B. Meiggs has been appointed Western manager of The American Weekly, New York. He will have his headquarters at Chicago. Mr. Meiggs has been associated with the Curtis Publishing Company for about ten years and was assistant to the manager of the Chicago territory.

Chicago territory.

The Pacific Coast office of The American Weekly has been discontinued and this territory will now be covered by

the Chicago office.

Celotex Account for George Batten

The Celotex Company, Chicago, manufacturer of Celotex insulating lumber, has appointed the George Batten Company, Inc., to direct its advertising. This account will be handled by the Chicago office of the Batten agency.

W. F. Wyman Advanced by Carter's Ink Company

Walter F. Wyman, sales and export manager of The Carter's Ink Company, Boston, Mass., has been appointed gen-eral sales manager and chairman of the sales committee, which includes six di-visional and departmental managers.

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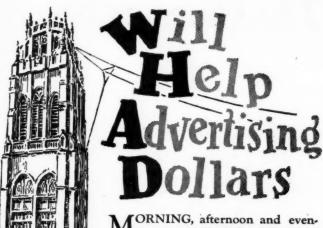
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MORNING, afternoon and evening, most radio dials in Wisconsin are set for WHAD, the Marquette University-Milwaukee Journal broadcasting station. During dinner hour,

too, and often at midnight, the radio fans prefer WHAD programs because of their easy reception, local interest, high quality and freedom from advertising propaganda. No wonder that the eyes of Wisconsin's radio audience are focused on The Milwaukee Journal—here alone they find the complete programs of their favorite station and all other radio news. Radio advertisers and all advertisers seeking the largest home audience in the Milwaukee-Wisconsin market, find that this new source of dependable reader interest means still greater returns per advertising dollar.

The Milwaukee Journal

FIRST-by Merit

HARRY J. GRANT

R. A. TURNQUIST Advertising Manager

Publisher

O'MARA & ORMSBEE, Incorporated National Representatives

NEW YORK

CHICAGO DETROIT

SAN FRANCISCO

The Gateway to....

The circulation of the Sunday Chicago Herald and Examiner is greater than the circulations of all the Chicago evening newspapers combined.

"More Than a Million...
For More Than a Year"

Chicago Herald

NEW YORK: 1819 Broadway

the Chicago Market

Manufacturers and agencies are invited to write for detailed information for securing jobber and dealer distribution in this Great Market. The Gateway to the Chicago Market

and Examiner

SAN FRANCISCO: Monadnock Bldg.

What Do You Sell in Chicago?

If your product is included in one of the major advertising classifications, the leading and most effective medium for advertising it in Chicago is likely to be The Chicago Daily News.

For example, if you sell

FOODSTUFFS

you should know that The Daily News publishes more grocery advertising than any other Chicago daily paper. Of the total grocery advertising published in Chicago in the first five months of 1925 in the six daily papers The Daily News published 404,613 agate lines—67,087 lines more than were carried by its nearest competitor in the daily newspaper field.

The reason for this leadership is the superior advertising effectiveness of The Daily News, which reaches the great majority of financially competent buyers of Chicago and its suburbs.

THE CHICAGO DAILY NEWS

First in Chicago

What I Discovered about Wholesale Grocers

And the Complicated Merchandising Problems Which Those Discoveries Suggest

By the Sales Director of a Food Product Company

AM not writing this to try to suggest a cure-all, but rather to put into writing what to me was a new discovery. Perhaps there are other men in the business of manufacturing food products sold through the wholesale grocery trade to whom this may

be new, too.

By way of explanation, let me say that for many years I was connected with the manufacturing end of a food-product business. Then, of late, my work drew me more closely into the financial management of the business and led to a general supervision of the selling department.

In order to develop, as rapidly as possible, an insight into this most vital phase of the business, I decided to visit, in person, as many wholesale grocers as possible, especially those through whom we

distribute our products.

I had heard of these wholesale grocers for years; many of them I knew by name. I had been told how many salesmen this house carried and how many salesmen that

house carried.

I had acquired a general idea of how a sales force operated through the slight contact I had with our own sales force. It had come to be my understanding that a sales department functioned quite like every other department in a business, namely, through the management of one man, who developed the policies of the department and saw that they were carried out.

I had always imagined, for that reason, that the sales force of a wholesale grocery house operated in the same way; that a manufacturer or producer would sit down with the head of the wholesale distributing house and if negotiations were satisfactorily carried on, it would result in the head

of the wholesale grocery house undertaking to instruct his sales force to do certain things. it was my impression that if such a sales force were instructed to develop business on a certain line, that the men would learn the talking points of that line and go out and get the distribution and undertake to teach the trade how and why to sell the line.

For years I had heard indirect rumors of the co-operation which the wholesale grocer extends to the manufacturer. Somebody told me that the manufacturer and the wholesaler and the retailer constituted the three legs of a stoolthat each one must hold up its own end and did hold up its own end.

And that used to cause me to wonder why, under these circumstances, it was necessary for us to see to it that the wholesaler received a proper compensation for giving us co-operation and support, while, at the same time, we had to go to very great expense to send our salesmen into all those markets to supply a service which seemed to duplicate the work which the wholesale distributor should do.

A SURVEY IS STARTED

With this general impression in mind, I undertook to visit a number of wholesale grocery distributors. Much to my surprise, I found that the average wholesale grocery house had several buyers - men whose sole duty it was to keep the house supplied with goods to sell. But while it is evidently the business of these wholesale houses to sell goods, I do not, at this time, recall meeting one single, solitary sales executive, as sales executives are regarded in the average manufacturing concern.

Why is it that while the average manufacturer with even a small

sales organization has a more or less capable and usually well-paid man at the head of his sales organization, the average wholesale grocer has no such man in personal charge and directly responsible for the sales of his men?

Why is it that the average wholesale grocer has several buyers but leaves the selling of his lines to the whims and fancies and likes and dislikes of the men who call on the trade?

The outstanding thing about those wholesale grocery men who did call themselves sales managers seemed to be that their jobs were to take in the orders and see that they were properly priced. Now and then they might be in charge of preparing the weekly change sheets or bulletins sent to the sales force, but, in general, those bulletins were prepared by the buyers of the various lines.

I recall very well two wholesale houses in Texas where I happened to be at an hour when many of the salesmen were in the home office. The salesmen were plainly dominant, aggressive chaps who made it clear that they knew their trade, knew what the trade wanted, sold them what they wanted and that, far from intending to be told by the house or a sales manager what they were to sell or how they were to sell it, the house must understand thoroughly that nobody but the man calling on the trade knew what the trade wanted and what the territory demanded. Also, their attitude indicated that they believed that the most the house could do was to secure buy-

price was the governing factor.

I tried to talk with one man and his sales manager about really having their sales force definitely undertake to distribute our lines—not merely go out and offer it, but put the goods into the stores and then go the next step and teach the trade how and why to sell it.

ers who could buy cheaper than

anybody else, because so far as

their particular trade, in that par-

ticular territory, was concerned,

"Well, we'll put it up to the men next Saturday," was the answer. "What?" I asked in surprise. "Do I have to stay here until next Saturday and wait until you ask your salesmen whether they want to undertake the job? Aren't these your salesmen—paid by you and subject to your orders?"

It was explained to me that such was the case, but that most of the men had been with the house for many years and that they knew better than anybody else "what the trade wanted."

I tried to explain that frequently the duty of a sales force was to teach the trade and the buying public to want something new and different—that the order-taker's job might consist purely in writing down what the buyer wanted, but that the true salesman was a man who taught people to want something else or want something in larger quantities.

CONFLICTING IDEAS

Plainly, the ideas of the manufacturer and the wholesaler on this subject are utterly different. We, in the manufacturing business, look over the country and find a spot where we are not getting the business we feel we should have, but where we feel there is good volume to be had. And we employ a salesman to go there and get business. He fully expects to go and get a reasonable share or lose his job. We would not, for a moment, think of having a man on the job who felt it was merely his duty to advise us that nobody in that section wanted our goods. He is to teach them that they do want them and why they want them.

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Now, my experience with the wholesale grocers indicated plainly that this was not, and is not, the thought of the wholesale grocer or his sales force.

I presume it is an old story with other men and has become commonplace to wholesalers and manufacturing men in the sales department. But when one looks into this situation closely for the first time he cannot refrain from asking: "Why is this so? Why should it be so? Why should there be manufacturers who are obliged to carry tremendously expensive sales organizations when there are, in the same field, groups

of wholesale grocery men calling on the same trade, working under the same expensive traveling costs, in fact, in every way duplicating the efforts of the manufacturers' men?"

For instance, in our own house, it often costs us 10 per cent to have our men call on the retail grocers. And, much to my surprise, I found that more often than not our men work in company with salesmen from the wholesale grocery houses. I found that, in many cases, they pay these salesmen from \$1.50 to \$3 a day to ride with them in their automobiles. I also found, here and there, cases where one wholesale grocery man would, on the same day and on the same trip, carry as many as three manufacturers' salesmen.

The wholesale grocer who employed this man assured me that he had to have 15 per cent to do business and show himself a reasonable, living margin of profit. I know that we often spend 10 per cent to have a salesman work with his men. Thus, between us, we foist upon the consumer a gross expense of 25 per cent. For what? For the purpose of inducing the retail grocer to put in stock a few dozen packages of our product.

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Then, a little later, we find that we must do it all over again, because the wholesale grocer points out to us that "only constant and persistent missionary work by your men can develop this market. Please keep in mind that we are distributors. We are glad to give the trade your line if the trade asks for it. But we are distributors and not brand builders." Then I find that while one week a wholesale grocery salesman may be carrying our salesman with him, next week, he is carrying the representative of a competitor, who is also paying him \$1.50 to \$3 a day.

At times I ask myself the question whether I would not improve my own status, and also relieve myself of many business worries, if I should resign from my present position and secure a position as salesman for a wholesale grocer. I might enlarge on the present modest equipages of the average

wholesale salesman and instead of a Dodge or Ford car, invest in a seven-passenger car so that I could carry six men each day. And, as I built up a following, Pmight, in time, become the owner of a good-sized motor bus, permitting me to carry some twenty or more missionary men and taking in the goodly sum of \$40 to \$50 a day.

Why not? What could the house do to stop me? What would the sales manager have to say about it? So long as I called on my trade and wrote down what they wanted, I was doing all that would be expected of me. And if the house had some worth-while buyers who could drive shrewd bargains with manufacturers I could hope to get volume.

And that brought me to appreciate the viewpoints of these salesmen. They are not interested so much in the quality or the lines they sell or the salability of these lines. What they want is a little better price than their competitor on this or that commodity. And to do that, they must have buyers in the home office who will hustle those bargains for them.

NOT AN EASY JOB

For these reasons, evidently, the modern wholesale grocery buyer has come into existence. And I can feel for him and see his side. He has to satisfy a dominant, aggressive, hard-to-please group of salesmen who must have better prices and better deals than anybody else, and if the buyer is going to hold his job and permit the salesmen to get volume, it must come out of low prices on commodities and good liberal deals and allowances which he has procured.

We find, thus, that the wholesale grocery sales force, far from being a distributing factor and a part in the chain of bringing commodities from manufacturer or producer to consumer, really does not work in harmony with the

maker or producer.

We find the manufacturer and his sales force, striving to build consumer demand through advertising and constructive sales effort.

considering quality, style and service first and making price a secondary consideration. We find, in the next phase, that that manufacturer is depending to a large extent on the wholesaler whose men think first of all in terms of price. And thus, finally, we find many manufacturers striving to market their commodities through wholesalers and being forced to combat the tendency on the part of the wholesaler's salesmen to push a competing article which is lower in price but which has no other element in its favor.

I have in mind a certain manufacturer who is marketing through wholesalers. He carries a force of some 250 missionary men whose duty it is to co-operate with the wholesalers. The thought is that these 250 men will pave the way for the great group of wholesalers' men. But actually, these men do more than half of all the real distributing. I am thinking particularly of one exclusive jobber for this manufacturer. He has fifteen salesmen. The manufacturer has supplied this jobber for three years with a missionary man, working exclusively through him.

MISSIONARY MAN SOLD MORE THAN IOBBER'S MAN

In checking up results, over twothirds of the total volume of business put through, that wholesaler was actually sold by the one missionary salesman. In the meantime, the jobber's men sold some three times that volume on a competing brand, because, so they argued, the competing brand was cheaper and the trade preferred it.

Now that was, no doubt, a sound argument, but the manufacturer who was looking to that wholesaler to give him adequate distribution and good local co-operation was not getting it.

In short, this manufacturer and many other manufacturers are not getting the advantage of wholesale grocery support and sales effort which they think they are getting.

On the other hand, the wholesale grocer finds himself in a quandary. He sets himself up, on the one side, as a distributor of

branded goods. He tells himself and the manufacturer that he has a sales force. He sometimes feels that his sales force can and will sell what he asks it to sell. But that is not the idea of the average wholesaler's sales force. ing with these men outside their employer's offices, it is evident that they regard themselves as purveyors of certain commodities, the sale of which is influenced largely by price. They also look upon the house as their source of supply and the buyer as the individual who gets them salable merchan-

The wholesaler and his salesmen are perfectly justified in their position.

The manufacturer is justified in his position.

As I stated at the outset, this article is not meant to suggest a remedy. The writer is really groping for one. In writing this article his thought is primarily to set down, for his own assistance, the facts as they presented themselves on a recent investigation. And, with the facts plainly set down, to commence at the bottom and see if, through thought and study and consultation with others, it is possible to develop a better understanding by manufacturer and jobber, to the end that both may profit and that the retailer may get his merchandise and the consumer his purchases with the minimum sales expense tacked onto the goods as they are in progress from producer to consumer.

The writer trusts that some who may read this will have a constructive thought to put forth and that they will supply it. He does not hope for the appearance, in the near future, of a panacea or cure-all by which all marketing problems will be solved and marketing expense reduced at one blow; rather, he hopes that there will be a constructive thought from this source and another from a different source, all of which combined, may result in a lowering of selling expense through a lowering of sales resistance, brought about through better understanding by manufacturers and jobbers and retailers of each one's problems.

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A first lesson in Space Buying

ANSWER

What is the third largest market in the } -Philadelphia United States?

What is the city population?

What's the population of the Philadelphia } trading zone?

How many separate dwellings in the city of Philadelphia?

What Philadelphia newspaper goes daily into nearly every home in Philadelphia?

What Philadelphia newspaper goes intomost homes in the Philadelphia trading zone?

What was the net paid daily average cir-culation of The Evening Bulletin for 1924?

In what Philadelphia newspaper can you buy advertising space at the lowest rate per line per thousand copies?

What is the agate line rate of The Evening Bulletin?

What Philadelphia newspaper most local retail and national display advertisements?

What kind of a newspaper is The Evening Bulletin?

Which Philadelphia newspaper has the } largest circulation?

What is the annual business done in Philadelphia, as indicated by the 1924 fig-ures of the Philadelphia Clearing House?

What city and newspaper should be on the schedule of every national advertiser?

-1,879,000

-3,300,000

-412,000

-The Evening Bulletin

-The Evening Bulletin

-518,357 copies

-The Evening Bulletin

-60 cents

-The Evening Bulletin

-High class and conservative

-The Evening Bulletin

-\$25,645,000.00

-Philadelphia and The Evening Bulletin

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads-

PHILADELPHIA'S NEWSPAPER



518,357

Average Daily Net Circulation for the Year Ending December 31, 1924.

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

New York—814 Park-Lexington Building (46th Street and Park Avenue) Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street Kansas City, Mo.—C. J. Edelman, Verree & Conklin, Inc., 1100 Davidson Bldg. (Copyright 1925-Bulletin Company)

July 2, 1925

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Exit the Commuter withHi



Not since the days when it was a railroad journey from Cincinnati to Westwood, College Hill, Cumminsville, Oakley, Norwood, Linwood, Mt. Washington or the Millcreek Valley Villages has Cincinnati been a city of commuters. Eighteen years ago father resigned as purchasing agent for the family, leaving mother in complete charge.

CINCINNATI

CHARLES P. TAFT, Publisher C. H. REMBOLD, Mana

son

ng

His Morning Newspaper

With this shifting of responsibility for the judicious expenditure of the family budget the burden of responsibility for guiding the shoppers of Greater Cincinnati to the most desirable sources of supply shifted from the morning newspapers to the Times-Star—the outstanding afternoon newspaper of this great market.

Six days every week the Times-Star carries the news into 47% more local homes in greater Cincinnati than both morning newspapers combined. For the past eighteen years the Times-Star has carried more display advertising than any other newspaper in this section of the United States.

The Times-Star is proud of its position as the dominant newspaper of Cincinnati both in circulation and in advertising. It recognizes that the quantity and quality of its home circulation are responsible for its superior value to advertisers and that the completeness, honesty and character of its advertising are equally responsible for its circulation.

Leadership in news service, in excellence of editorial content and in display advertising are more definitely centered in the Times-Star today than at any time in the past.

TIMES-STAR

Member of Audit Bureau of Circulations

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case ple

Oklahoma City and 590

nearby towns ~

Complete up-to-the-minute circulation detail - now ready for you.



Part of the Oklahoman and Times "Open Book" Circulation Policy is to publish complete, accurate detailed circulation reports by towns. A new edition has just been published.

In addition to showing where the Oklahoman and Times are read, the edition again reminds the advertiser that no premiums, no contests, no circulation schemes were employed to secure any of this 127,000 circulation.

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Represented by E. KATZ Special Advertising Agency

Chicago San Francisco Atlanta Kansas City New York An adequate merchandising service is available to all advertisers

Wahl's Methods of Distributing Dealer Helps Abroad

These Plans Lessen Waste and Encourage Better Local Representation

By G. Córdova

Publicity Manager, Foreign Department, The Wahl Company

A FEW months ago a report was published placing the percentage of waste of display material and dealer helps in this country between 80 per cent and 98 per cent, depending upon whether delivered by the advertiser's salesmen or shipped direct to the dealer, the proportion of waste being much larger in the latter case.

In dealing with foreign countries, unless you have your own branch houses, all display material is shipped direct, so my first reaction, upon reading this report, If 98 was one of despair. per cent of the material sent to domestic dealers, who are better educated to its use and have a better conception of its sales creating power, is utterly wasted, we might better dump all our foreign stuff right in the Hudson and save the freight! Every time we send out advertising supplies we are actually throwing that much money

Fortunately, as a little investigation proved, this is not quite the case. A certain amount of waste is unavoidable, but we feel that we have reduced this to a minimum by systematically keeping after the foreign dealers.

Here is the way we do it:

To begin with, we send advertising material to our wholesale distributors only, charging them with its proper use and distribution. At frequent intervals, we call their attention to the value of the material, not so much the cost in dollars and cents, although we don't permit them to lose sight of this, but to its value as a means to increase sales-their sales as well

We do not send material indiscriminately and, except in the case of new material, when sample assortments are sent out unsolicited, no material is shipped that is not specifically requested. Orders for "a large supply of advertising material" or for "three cases of sales literature" are absolutely ignored.

Every piece of advertising whether a large winmatter. dow display, a folder, or a gummed sticker, is plainly marked with a symbol number so that it is an easy matter for our distributors to give us detailed requisitions and for us to fill them intelligently.

Our material is so designed that it can be used effectively everywhere, with only the necessary changes in the text itself, but, as is to be expected, certain pieces take better in certain countries than in others and we assume the attitude that the distributors, being on the spot, are in a better position than we are to determine which pieces are best suited to their public and what quantities they can use without waste.

THAT LOCAL COLOR BUGBEAR

We avoid, sas much as possible, the use of human figure illustrations in our displays and advertising generally. This, however, is not a cast-iron rule. When we feel that a layout can be strengthened by the use of illustrations other than reproductions of pencils or pens, we do not hesitate to use them. The local color bugbear holds no terror for us and when we do use human-figure illustrations we select typical American faces, figures and atmosphere, rather than run the risk of offending the sensibilities of our possible customers with burlesque presentations of their customs, habits or dress. I have heard, at first hand, severe criticism of a wellknown company that insists on embellishing its advertising in Central

and South American newspapers with figures of brown-faced, pajama-clad guitar players, which are neither typical nor representative of modern Latin America.

In sending out new material, we enclose in the case of window display pieces, suggestions concerning the best way to use it-actual photographs of windows set up in our factory for just this purpose or sketches showing the most effective arrangement of the various pieces. For the most part, these sketches are pasted on the back of the display pieces and even if the suggestions are not followed minutely, they serve to give the dealers ideas as to the best ways arranging a well-balanced

window.

From time to time, we hold international window display contests, offering cash prizes to the winners and, in this way, develop the interest of the retailers in wellarranged displays and educate them to the value of the material we supply. In addition to cash prizes, we also offer a small prize in merchandise to every one of the participants. These prizes are calculated to repay the dealer for the cost of photographing his window, more particularly, to show some recognition of his effort, whether or not he is awarded one of the cash prizes.

The prize-winners are picked out by a jury of three prominent exporters not connected in any way with The Wahl Company and who, therefore, are absolutely unprejudiced in their selection. The awards are made on a definite scale of points, previously announced to the retailers, ten points being given for the use of our display material, and this, in itself, is an incentive to use it and use it prop-

erly

These window contests have been a decided success in every respect. Entries have been received, literally, from every quarter of the globe; from the most important European capitals and from villages in Africa and South America; from houses such as Self-ridge's in London, Brentano's in Paris, and Casa Tow in Buenos Aires, and from little corner stores in out-of-the-way places. Some of the windows have been of high artistic merit, veritable masterpieces, comparing very favorably indeed with the best ever put up

on Fifth Avenue.

"Tips and Nibs" is a little house magazine which we issue periodically and mail directly to retailers throughout the world. In this magazine, we give suggestions regarding the best ways of displaying the goods, of arranging windows, harmonious color schemes and combinations and other pertinent information of a similar character. The mere fact that this magazine is mailed by the manufacturer in an envelope carrying a U. S. postage stamp, seems to give it added importance in the eyes of the retailers who accept our suggestions more readily and cheerthan when transmitted through our local distributors.

Although, as previously stated, we ask our distributors to give us itemized requisitions for their advertising supplies, this does not mean that their orders are filled without question. As a matter of fact, each order is carefully scrutinized before being executed and we keep a close check on

supplies.

AN ADVERTISING INVENTORY

About twice a year we ask all our distributors abroad to give us an inventory report of the advertising material of every description which they have on hand, showing the quantities of each individual piece, by symbol number. By comparing these reports against our records of shipments, we can easily determine whether or not we are sending out larger quantities than the various territories can absorb readily and adjust our apportionment lists accordingly. Our own travelers help us to check up on this point by reporting direct to the home office the conditions existing in the places they

Window and indoor displays are not so common in foreign countries as they are here and this increases their value from a sales building standpoint. While the attention of the public is arrested Radio in Indiana AST Spring saw the establishment by the editorial staff of The Indianapolis News of an enlarged radio department under the direction of W. E. Stokes, Radio Editor.

Hoosiers are radio fans. They have watched the development of radio equipment through the columns of The Indianapolis News where radio has long been a feature.

These Indiana radio fans can be sold with one advertising cost—space in The Indianapolis News. They respond just as promptly to radio advertising in The News as they do to other advertising. During the first six months of 1925, national radio advertisers purchased more space in The Indianapolis News than in all other Indianapolis newspapers combined.

The selection of The Indianapolis News by national radio advertisers is in accordance with the experience of advertisers in other classifications of business. In total advertising, The News carries more than all other Indianapolis newspapers combined.



Indianapolis News

Frank T. Carroll, Advertising Manager

Dan A. Carroll 110 East 42nd Street, NEW YORK J. E. Lutz The Tower Building, CHICAGO and held here only by windows that are out of the ordinary, the interest of the people of other countries is easily aroused by almost any kind of display.

By the same token, it is not necessary to rearrange the windows or to supply new and different materials as frequently as is the case here. We often receive calls for certain items which would be considered so old as to be absolutely useless here, but which apparently attract quite as much attention abroad as they did when first printed three or four years ago. This, incidentally, afords a very economical means of disposing of stocks of obsolete domestic material which, in most cases, can be used abroad with only

minor and inexpensive alterations. E. B. Terhune, President, "Boot and Shoe Recorder"

Everit B. Terhune, treasurer and general manager of the Boot and Shoe Recorder Publishing Company, Inc., Boston, Mass., publisher of the Boot and Shoe Recorder, has been elected president. He has been actively in charge dent. He has been actively in charge for the last fifteen years and succeeds Charles G. Phillips, who has resigned to devote all of his time to the United Publishers Corporation, New York, of which he is president. Mr. Terhune is a member of the board of directors of the United Publishing Corporation, of which the Boot and Shoe company is a subsidiary. subsidiary.

Subsidiary.

William M. LeBrecht, sales manager of the company, has been elected treasurer and will assume the duties of both offices. B. C. Bowen, Western manager of the Boot and Shoe Recorder, has been elected a vice-president.

M. L. Annenberg Heads New York "Daily Mirror"

NOTE Daily MITTOT

M. L. Annenberg, director of circulation of the Hearst publications, has become president of the Public Press Corporation, publisher of the New York Daily Mirror. Walter Howey, who had been managing editor, has been appointed publisher. He is succeeded as managing editor by Philip A. Payne, who previously was with the New York Daily News in a similar capacity.

Join H. W. Kastor Agency Charles A. Lightheipt, formerly with the New York office of Williams & Cunnyngham, Inc., and more recently a member of the advertising staff of the New York Times, has joined the New York office of the H. W. Kastor & Scare Company

Sons Company.

A. L. Grauer also has joined the staff of this agency. He previously had been with Ruthrauff & Ryan, Inc.

Iowa Publishers to Hold Mid-Summer Meeting

John F. D. Aue, publisher of the Burlington Howkeye and president of the Iowa Daily Press Association, has set August 12 and 13 as the dates for the association's mid-summer meeting, which will be held at Clear Lake, Iowa. The meeting will be a joint outing and

The meeting will be a joint outing and business session.

The Clear Lake Commercial Club will be host to the visiting publishers at a banquet which will be a feature of the first day's session.

Lee Loomis, business manager of the Mason City Globe Gazette, is in charge of program arrangements. Robert O'Brien, of the Council Bluffs Non-pareil, will be chairman of the sessions devoted to the discussions of the State advertising campaign.

Large Production of Balloon

The total production of balloon tires The total production of balloon tres in the first year of manufacture amounted to 5,714,326, according to statistics compiled by the Rubber Association of America. During this period 5,166,922 balloon tubes were produced and in April alone 1,879,007 were produced, as compared with 1,354,434 in March.

Co-operative Campaign on Oysters Being Planned

The Oyster Growers and Dealers Association of North America, Washington, D. C., has appointed the Benson & Cooley Advertising Company, Inc., Washington, as its advertising counsel. A co-operative campaign is now being prepared for 1925-1926. Plans call for the use of magazines.

E. F. Brazeau Joins Munro & Harford Company

E. F. Brazeau has joined the sales staff of The Munro & Harford Company, New York, lithographing and color printing. He was formerly with The American Lithographic Company and, prior to that, was with the Simmons-Boardman Publishing Company.

Joins Fruit Products Company of Florida

F. C. Spence, recently with Austin F. Bement, Inc., Detroit advertising agency, has been appointed sales and advertising manager of the Fruit Products Company of Florida, with head-quarters at Detroit.

New Advertising Business Started in Toledo

John and Willson Rietzke have started an advertising business in To-ledo, Ohio, under the name of the Rietzke Agency.

IT isn't a difficult thing to dress a window on Third Avenue.

The people will buy—if they have the money.

But often they haven't. They must content themselves with an inferior grade, and small purchases even of that.

It's a very difficult thing to dress a window on Fifth Avenue.

The window dresser who can convince the Fifth Avenue crowd that his merchandise is desirable draws a big salary.

His audience always has the money.

And when he makes a sale, it's a big one.

The Condé Nast Group is your window on the Fifth Avenue crowd of America. Display your fine merchandise here, and you have secured quantity sales of quality goods.

VOGUE VANITY FAIR HOUSE & GARDEN

THE CONDÉ NAST GROUP



Mrs. Covington ... nobody knows but her check-book and her

N.B.

This advertisement is one of a series appearing as a full page in The Enquirer. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of this suburb; in each advertisement, too, The Enquirer's coverage of the district is shown.

I. A. KLEIN New York Chicago R. J. BIDWELL CO-San Francisco Los Angeles

THE CINCINNATI

"Goes to the home,

WHEN Mrs. Covington reads of a neighbor's sudden social ambitions, she smiles. Weren't her ancestors charter members of Kentucky's most exclusive clubs? When she sees a gaudily nickeled car roll by, she laughs to herself. Wasn't her father first to drive to a race meeting in a gas-propelled vehicle?

So it goes. Mrs. Covington doesn't have to "make a show"—she was born to be mistress of the show. And with her diversified interests, it is not surprising that Mrs. Covington's shopping bill outranks that of any woman in Kentucky, save only Mrs. Louisville.

But—where does she do her shopping? Only Mrs. Covington and her check-book can tell. But you might get a hint from the advertising pages of The Enquirer. For this paper visits Mrs. Covington's home as regularly as the milkman; reading it is the daily preliminary to the shopping tour.

How many women does Mrs. Covington represent? Take the Wallace Woods district, for example: Here are 233 residence buildings; here, 172 Enquirers are delivered every week day.

No thinking merchant would overlook a market as large and as prosperous as that of Mrs. Covington. And none with an eye to increased sales and to decreased sales cost will overlook The Enquirer as an advertising medium.





ENQUIRER stays in the home"

QUANTITY of circulation is tangible, actual, concrete. It needs no theorizing, no generalities, no specious logic about such intangible "factors" as "reader interest," "responsiveness," "quality,"—and the like. Quantity can be definitely measured. The Star has a larger circulation in Indiana (outside of Marion County) than any other Indianapolis newspaper.

The INDIANAPOLIS STAR

Always first—always fair—always complete





National Representatives

KELLY-SMITH CO. Marbridge Bldg., New York Lytton Bldg., Chicago

GRAVURE SERVICE CORP. 25 West 43rd Street New York

The Railroad and the Motor Truck Join Forces

A Development Which Is of Intense Interest to All Advertisers

By J. G. Condon

HE railroad and the motor have joined up. No single movement in either industry in recent years probably has been of greater importance than this union of services which has come about during the last few months.

Thirty-five American railroads already are using motor trucks in one way or another in the handling of freight traffic. Within another year, it is freely predicted, the use of motor trucks by the railroads will have trebled or even quadrupled. Railroad executives now realize that they have found an agency for handling a great quantity of traffic upon which they previously barely broke even if, indeed, they did not actually lose money. And, at the same time, truck manufacturers have found a new market of immense proportions opened up to them.

Here are the immediate results: Railroad executives have placed their transportation experts in the field studying every freight train operation with a view to determining where the truck may be

substituted:

(2) Motor truck manufacturers have sent their transportation experts along to help in the job, realizing, of course, that every truck route developed means a

sale of trucks.

The situation is a remarkable one. It's one more indication of the results to be expected when manufacturers study their markets with a view to finding new uses for their product. At the same time, the railroads, face to face with the need of making material reductions in operating expenses, have found a splendid ally.

Here is how it works out: Up in New York State, the Lehigh Valley, for instance, had a local freight train operating three days a week between

Geneva and Ithaca, a distance of forty miles by rail. This train was manned by a crew of an engineman, a fireman, a conductor, flagman and four trainmen. The locomotive consumed five and one-half tons of coal on its run. There were further expenses for lubrication of locomotive and cars, wear and tear on the equipment, etc. Altogether, the train, including wages of the crew, cost the railroad around \$5,000 a month. Then, a motor truck was substi-tuted, using the highway between Geneva and Ithaca, a distance of fifty-six miles and the crew and equipment of the steam local freight were released for service elsewhere.

The truck has a crew of two men—a driver and a helper. Sometimes, the truck has a trailer, too, but that does not add to the size of its crew. It has expenses also for gasoline consumed, for lubrication and repairs, but all that is assumed by the contractor with whom the railroad deals. He charges a lump sum for the use of his truck which is something around \$1,000 a month. The railroad is saving, roughly, \$4,000 a month.

HOW IT WORKS

Does the service deteriorate as a result?

Not a bit of it. The motor truck leaves the freight house at Geneva at a scheduled time in the morning and pulls up at the freight station in the next town on scheduled time. The necessary unloading and loading is done just as by the steam local freight, the crew reports to the chief dispatcher down at division headquarters at Sayre, Pa., and then goes on the run to the next town and so on until Ithaca is reached.

result? Yes, because the elimination of the handling of small packages on the steam train has increased the facilities for handling carload shipments-a situation pleasing to both the railroad management and shippers. At the same time, losses due to damage in transit have been reduced. Small packages fare much better on a truck than in a lightly loaded freight car in a long freight train. They are not subjected to the heavy jars which often come when an engineman "takes up the slack," or is compelled to stop suddenly in order to make direct connection with a

water plug. Again, in New York City, the Erie Railroad has a contract with a distributing organization which permits the decentralization of freight terminals. Instead of being confined to the waterfront, as practically all the railroads on Manhattan Island have been in the past, it has established inland freight stations at different strategic points in the city. Freight cars are unloaded on arrival at Jersey City, the freight is placed on trucks which cross the Hudson on Erie ferry boats and hasten to the freight stations. Under an arrangement with the trucking company, freight receivers may have their shipments taken direct to their plants. Similarly, their freight may be picked up at their plants and delivered direct to the cars in Jersey City. Under the old practice, the cars, on arrival at Jersey City, were floated to Manhattan on a barge towed by a tug and unloaded at pier station amid perennial congestion.

The Pennsylvania uses the motor truck in another way in such important cities as Philadelphia and Baltimore. In these places, the railroad has a large number of widely scattered freight stations and it has always been a difficult and costly proposition to consolidate the freight left at these stations into properly loaded cars. The motor truck has brought the answer—the freight now goes in it to the central station for loading into cars to destination. The same

idea has been used to advantage in Cincinnati, where demountable bodies have been used on the trucks.

The plans outlined are by no means confined to the railroads named or are those described the only ones each uses. The New York Central has been a leader in the use of trucks and probably has more individual operations than any other line. The New than any other line. The New England lines and those of the Middle West and West have adopted the idea extensively. studying the results obtained it is noteworthy that one of the advantages offered is relief from congestion of terminals-a congestion of trucks at terminals. In other words, the solution of the congestion problem would seem to point toward the lengthening of the truck haul.

RAILROADS TO PUSH GOOD ROADS

Some question has been raised as to whether adoption of the motor truck has increased the highway congestion. If it has, the increase must be a negligible one, and, on the other hand, it has made the railroads greater supporters of good roads—although all the far-seeing railway executives have always contended that good roads, enabling the farmer to get his products out easily, made more freight for the railroads. Now, they have an even greater interest and that part of the \$1,000,000 a day the railroads pay in taxes which go into highway construction may eventually bring them increased returns.

In any event, railroad managers have definitely passed the day when they regard the motor truck as a competitor. Now, it is a co-ordinate branch of the service. Elisha Lee, vice-president of the Pennsylvania Railroad, has differentiated the two services as "wholesale" activity, as represented by the steam carrier, and "retail" activity, as performed by the truck. The average rate which the railroads received during the last year for freight per ton mile was 1.12 cents; while the motor truck cannot carry



"A Class Magazine in a Class by Itself"..... BECAUSE ~

5.... Advance FashionsOnly....

Its appeal is entirely to the woman who can afford the best. There are no "popular" fashions; no patterns. All of the fashions shown are in advance of the mode. As Harper's Bazar says so often to its readers, "You know what is smart today—the purpose of Harper's Bazar is to tell you what will be smart tomorrow." Harper's Bazar aims exclusively to interest those women who "set the style" in their own communities.

Harper's Bazar
500 104 IN PARIS

freight at this low rate, it can handle short haul, less-than-carload lots to better advantage. In this capacity, the motor truck relieves the railroads of excessive

terminal charges.

Railroads also are using the motor bus for passenger traffic. The gasoline-driven car operating on the rail of branch lines and points where travel is not heavy is already an established fact and the railroad-owned motor bus for the highway is making great progress. The Boston & Maine has taken decisive steps in this direction and so has the New Haven. The Great Northern has formed a subsidiary company to own and operate highway buses and many other lines are studying the situation.

One railroad is contemplating the use of highway buses for its shop workers between a somewhat isolated terminal and nearby city. The work train it now operates has been an expensive and inconvenient affair-often serving to delay important through A bus on the highway would be just as efficient, less annoying and cost much less. For regular passenger travel, proposition is a bit more difficult, particularly in connection with the handling of baggage, express, the mails and, oftentimes, milk on passenger trains.

Hearst Buys "Town & Country"

Town & Country, New York, has been bought by William Randolph Hearst from The Stuyvesant Company. There will be no change in the management of the publication. Franklin Coe, president of The Stuyvesant Company, will continue as publisher. H. J. Whigham, who had been treasurer, will continue as editor.

Town & Country, which is a semimonthly periodical devoted to society and country life, was established in 1846 by George P. Moore and N. P. Willis.

J. T. DeVries Joins Olmstead, Leffingwell & Perrin

John T. DeVries, until recently art director of the New York office of the J. Walter Thompson Company, Inc., has become associated with Olmstead, Leffingwell & Perrin, Inc., New York advertising agency. He becomes a member of the firm.

Fall Campaign for Red Cap Ammonia

A fall campaign on Red Cap ammonia will be conducted by the C. M. Kimball Company, Winthrop, Mass., F. L. Tompkins, Jr., sales manager, informs Printers' Ink. "The advertising campaign which we will go into this fall will be confined to the New England States, and will not be national," he states. "It is our plan to put Red Cap ammonia across in the New England market this fall with an extensive newspaper campaign. We hope before very long to be able to start our plans for national distribution, but the time is not yet ripe."

Joins Vincent & Vincent

Miss Rebecca Sanger, formerly advertising manager of the Idaho Department Store, Twin Falls, Idaho, has joined Vincent & Vincent & Vincent Core, advertising agency. Clarke Schouboe, who has been production manager, has resigned to join the Boy Scouts of America as an executive for the Mid-Columbia counties.

Textile Porcelain Account for Hazard Corporation

The Page-Madden Company, New York, textile porcelain, has appointed the Hazard Advertising Corporation, New York, as its advertising counsel. A campaign will be conducted in business papers.

J. C. Bonham with Ray Smythe, Reynolds

J. C. Bonham, who has been engaged in direct-mail advertising work for a number of years, has joined the Ray Smythe, Reynolds Company, Chicago advertising agency. He will have charge of direct-mail advertising.

Perriton Maxwell Leaves "Police Magazine"

Perriton Maxwell has resigned as editor-publisher of Police Magazine, New York. He is succeeded by E. C. Conover, who was at one time with the New York Evening Post and the Wm. H. Rankin Company.

F. J. Stack with Fawcett Publications

F. J. Stack, formerly with Macfadden Publications, Inc., New York, has joined the Eastern advertising staff of the Fawcett Publications, Inc., Robbinsdale, Minn.

Becomes Brooks-Parry Sign Company

The advertising business which recently was formed at Tampa, Fla., under the name of Robert Parry, commercial signs, has changed its name to the Brooks-Parry Sign Company.

Serving the Fourth Estate

394 newspapers in 215 cities now quote the McGraw-Hill Publications regularly in their presentation of authentic business and industrial news.

96 financial and business news editors on the newspapers of the country have asked over their own signatures for market and construction news service from the McGraw-Hill Publications.

American newspapers, during the past year, published 16,836 columninches of business and industrial news taken direct from, and credited to, the McGraw-Hill Publications.

Such editorial prestige is a guarantee of advertising value.

MARKAWARIA COMPANY, INC. NEW YORK, CHICAGO, PHILADELPHIA, CLEVELAND, BY, LOUIS, BAN SPACESCO, LONDON, PLEMBERS OF

Mc GRAW-HILL PUBLICATIONS

REACHING A SUBSTANTIAL MAJORITY OF THE POTENTIAL BUYERS IN THE INDUSTRIES THEY SERVE

ACEMERING & MENTING POURDIAL PE COAL AGE Radio RADIO RETAILING BLÉCTRICAL WORLD JOURNAL OF BLECTRICITY BLECTRICAL MIRICILA/ROMEN

POWER - AMERICAN MACHINGS CHEMICAL & METALLURGICAL ENGINEERING UNDUFFRIAL ENGINEER AMERICAN MACHINET GENERAL SPERMACHONA

Construction # Civil Engineerin BIODREEKINO NEWS-RECORD Trensportation

LIEGETEIC RAILWAY KOURSEAL BUS TRANSPORTATION

Of Importance to

Advertisers and Advertising Agents



Effective our August Issue

FARM AND HOME

will be consolidated with

Farm Life



HIS merging of Farm and Home with Farm Life is by far the largest consolidation that ever occurred in the farm field—and the most important to advertisers and advertising agents. It strengthens and extends the already established leadership of Farm Life as the truly NATIONAL farm paper.

Farm and Home was founded and has been conducted by Herbert Myrick for over forty years. His contributions to the development of agriculture and the welfare of the farmer give him rank with the foremost of agricultural publishers.

His paper has always been firm in its opinions, conservative in tone, and reliable in information. Mr. Myrick will continue to make editorial contributions and will act as editorial advisor to the merged publication.

The purchase of the good will and circulation of Farm and Home was effected by C. A. Taylor, president of the Farm Life Publishing Company. The virility, strength and aggressiveness of Farm Life will be preserved. Farm Life merely enriches itself with an old background of conservatism and stability and offers to its readers a publication which will be unrivaled in its field.

Combined circulation will be not less than 1,200,000. Definite circulation statement, tabulated by states, will be issued as soon as the circulation of the two lists is combined.

0 0 0

THE FARM LIFE PUBLISHING CO. SPENCER, INDIANA

Farm Life

JAMES M. RIDDLE CO., Publisher's Representative Chicago, Garland Bldg. Kansas City, Continental Bldg. San Francisco, Hobart Bldg. New York, Canadian Pacific Bldg. Detroit, Detroit Life Bldg. Atlanta, Candler Bldg.

with which is consolidated

FARM AND HOME



W. O. McGEEHAN Sporting Editor

"The man with the fighting pen," writer of the famous sport column "Down the Line," has been appointed Sporting Editor of the New York Herald Tribune.

The Herald Tribune believes that no better champion, no more seasoned judge, no more powerful sporting editor and writer could have been chosen to carry on the traditional supremacy of its sporting pages.

Herald Tribune

America's Most Complete Newspaper

Salesmen Who Jump Over Territorial Boundaries

Keeping Exclusive Selling Agents from Stepping on Each Other's Toes Is a Problem That Must Be Handled with Gloves

By Ralph Crothers

HE agent in my town for a THE agent in my condition and a certain automobile told me a couple of incidents recently that brought up again the ever-present question of the salesman who wanders over into the other fellow's pasture. It is safe to say that few things have caused more trouble for the sales director than the problems of the selling agent who steps on another agent's toes. The exclusive sales agent and his salesmen are naturally jealous of their territorial rights. The territory is the agent's meal ticket. His salesmen depend upon the prospects in that territory for their bread and butter. Allowing a rival to make a sale in another man's territory causes the man whose rights have been encroached upon almost as much worry as if someone had stolen the ice cream for his Sunday dinner from off his back porch.

Nothing causes loss of confidence or morale more quickly than to allow one agent's sales force to run wild over another man's territory. And yet the automobile salesmen-agent I mentioned previously had some ideas of his own on the subject. His territory consists of four towns in New Jersey. One of his best friends lives over on Long Island. body else in the world could ever sell A. P. Davis a Blank car," he said. "He is the best friend I have in the world. We met and came to know each other because of our mutual interest in motors. Three months ago I represented another car and then he wasn't a prospect for me. But ever since I've had the Blank agency, I have known, because I know theories and hobbies about motors. that I can sell him one. His local agent will never think of him as a prospect. Here is the way it will work out. He is coming out here to play golf next Wednesday. He doesn't know I've been appointed agent for this car. When he rides in my demonstrator and I tell him what I know about this motor, he is going to want one. He will buy it from me.

"Then he will take it over to Long Island. It will be a new sale of our product, but here is the silly part of it. If the local agent on Long Island who could not have sold him the car in a thousand years, hears of it or sees his car and checks up, I have to pay an 'infringement' penalty amount-ing to half the commission. I make a new sale for the factory and get penalized for it. I sell a new customer and get spanked. Isn't that a foolish arrangement?"

ANOTHER CASE IN POINT

He told me another incident with a bearing on the same subject. When he was representing another car, he sold a club sedan, receiving a \$500 check as deposit. When the man's wife rode in the car she didn't like it. Too big and clumsy was her objection. But let the salesman tell the rest:

"The purchaser told me the story next day on his way to the train. 'But we'll keep the car,' he told 'I said I would buy it and I'm not in the habit of going back

on my word.'

"'But you will this time,' I told him. 'You can't buy a car from me your family doesn't like. don't do business that way.

"The same evening I went to his home and the check was with me. I put it down on his library table. He gave it back to me, but I insisted. Then he said, 'I'll tell you what I'll do. My wife wants a
Sedan. I want you to make a profit out of my purchase.

like the way you do business. You are a good judge of motors. If you can't make a profit on it I

won't buy that make.

"The local man, when I went in and laid down the \$500 check and told him the whole story, hemmed and hawed until I walked out. I jumped in my car, went five miles to the next town, put my story up to the local dealer there, told him the other agent had turned me down, flashed my check and did business with him. Now on this territorial penalty idea I suppose the second dealer will have to divide his commission with the crabbed agent in this town. He did his best to kill a sale for the company. The other man made one, after calling the first man up and telling him frankly the factory would lose the sale if he didn't accept my proposition. I believe this foolish policy of an infringement penalty is losing lots of sales, and causing much dissatisfaction among dealers in the automobile business and probably in other businesses where they have that sort of arrangement with exclusive dealers.

The other side of the picture was given me by one of the star salesmen for the Buick distributor in my town. I know he is a good salesman, for he sold me a car. When he was told that we were thinking of moving to a place five miles away and after we had discussed this matter of territorial prerogatives he said: "That illustrates my point. Under our arrangements if you move within the next four months the agent up there would be entitled to the full commission. It isn't in the nature of an infringement penalty of half the amount. He would get the whole commission. We figure that proper servicing of a car is the most important thing about the sale. The agent who has built for his concern a reputation of following out the General Motors service policy is entitled to full commission on every sale made in his territory or on a sale to a buyer who moves into his territory within four months after he makes his purchase. We figure that we

get as many breaks our way under this policy as the other agents and we consider it a fair policy to every agent. The man who has built a local reputation for service and fair dealing is entitled to the

local profit,"

This man showed in every way that he was satisfied with a territorial policy far more drastic than the one to which the other salesman objected strenuously. He assumed that every dealer for his car was a good representative of the company. He couldn't admit the possibility of an agent who was difficult to do business with, who squeezed the last nickel, did as little in the way of service as possible, and was, therefore, not entitled to the commission on a sale made by a man in an adjoining territory.

This point, however, is one which comes up in other lines as well as in the automobile industry, and one which, from the sales director's angle, requires careful and tactful handling. The two salesmen quoted above and two others to whom I talked were unanimous in their opinion that when any dispute arises as to who should get the commission or whether an infringement fee should be assessed, the question should be decided promptly by one man, preferably by the sales manager of the company. They also agreed that definite rules laid

down in advance should be broad-

cast to all dealers so that they would be made familiar at once with any changes in policy.

"The only time I ever got a raw deal from my company," said one exclusive agent, "was when it changed a rule so quickly that it seemed to me it was passed especially to kill my profit on a deal I made with another agent at a shore resort who wasn't able to move a number of jobs of a certain open model we made last year. When the company changes an old

When the company changes an old rule which affects territories, it should tell about it in advance and have it take effect at some specified date in the future."

The case of the dealer who wanders off the lot is handled

Who Won the War?



FTER the Allied Powers had exhausted their man power, the United States threw a million men into France and had another

million in this country, in training, ready to back up the first million.

If the draft had been selective as to wealth and class, it is conceivable that the ex-Kaiser might now be dining at Versailles instead of at Doorn.

"The Necessary Two Million" Won the War!

It is "The Necessary Two Million" that wins advertising campaigns too—for though Napoleon said that the victory was to the heaviest battalions, many of his victories were achieved by bringing up additional forces and on them rests the glory of his conquests.

You have been advertising in magazines for years, but not until now have you had an opportunity to bring up reinforcements to win greater market victories for you—and these reinforcements consist of TRUE STORY'S two million—a necessary two million—because you may add it to whatever you are using and feel that these two millions, more than any other, invade a new market.

During the war we discovered that the bulwark of the nation was comprised of men and women of simple life and tastes who were willing to give all they had to make the world a better place to live in.

The bulwark of TRUE STORY'S necessary two million is made of this same stern stuff. Reaching the two million True Story audience will give you a grip on your market that cannot be loosened.

True Story

"The Necessary Two Million"

"GREATEST COVERAGE—LOWEST COST"

somewhat differently by a company in another line. Its method would seem to clear up some of the objections voiced by these automo-

bile agents.

The Cleveland Macaroni Company lets territorial questions be decided by representatives of the agents themselves. This company, selling through merchandise brokers at strategic jobbing centres, has a court of final appeal in the form of a committee of three exclusive agents elected by the rest. This committee is empowered to go carefully into the facts in any case of trespassing by one agent on another's preserves, and even passes on the advisability and fairness in the proposed curtailment of an agent's territory. There is more than one case in the records of this committee where the company itself was told it had erred in demanding the resignation of an agent because of an alleged breaking of the company's rules. The committee has the power of review in any case of dismissal of an agent and acts generally as a court of last resort with full power.

WESTINGHOUSE'S METHODS

The Westinghouse Electric & Manufacturing Company has an interesting method of combining two plans. The company realizes that a jobber is in business to make a profit and that jobbers vary in their ability and methods of selling. Each jobber is entitled to go after business wherever he sees a chance to get it at a profit to himself. He is encouraged to get new customers for the company. he fails to receive one valuable bit of company backing when he strays off into another pasture. The merchandising service is withheld from him in another jobber's territory. In each one of the company's fourteen district offices there is a merchandising division manager who furnishes the local jobber with all sorts of selling help by means of a corps of retail sales experts, but only in his own territory. The company uses a common-sense attitude in its relation with its jobbers. As one of them

told me, "When we receive the agency we know that it is not the company's policy to have us send our representatives into the other man's territory. We don't travel his section. That is only fair. But if a retailer walks into our office from Rochester, let us say, and wants us to ship some stuff up to him, if his business comes into us unsolicited and without any selling effort on our part, then we sell him. The company uses common sense. It seems to me that just as soon as a company tries to lay down a hard-and-fast rule which tells its customers just where they must buy and from whom, as soon as they tell all their jobbers just where they can ship and that they can't send goods to this place at the instance of a purchaser, then the company is going too far and causing itself a whole lot of unnecessary disputes and trouble."

The territorial question must be handled so tactfully that the agent sees the fairness of the policy and decisions based on that policy, and with gloves so that the retailer does not get the impression that the company is trying to dictate where and how he shall buy. When the company's sales policy includes exclusive agents as part of its distribution plan, common sense and dexterity are essentials to keep toe-treading from becoming a serious menace to the main job of building more sales for the com-

pany.

Tact is fine, morale is excellent, but sales must be made, and when any system becomes so full of rules that sales are lost to a competitor, it is time the rule of more common sense be applied.

To Henry Ford a sale is a sale and no agency contract is exclusive enough to keep a Ford agent from Tulsa, Oklahoma, making sales on Fordson Tractors in New York City if he thinks up a method by which contractors can use them to make compressed air which drives the hydraulic picks to cut asphalt in the streets. The final sale is the important thing. Some plans to handle exclusive agents are so tactful that they overlook this fact.



The Detroit News Radio Station Broadcasts a Message to Radio Advertisers

THE 1925 radio season promises to be the greatest in its young but astounding history. Dealers, jobbers and the trade are on the qui vive with expectancy as to what the fall will bring.

The Detroit field offers an opportunity to radio manufacturers unequalled anywhere, for here is a market made ripe for the latest and best in radio by the untiring efforts of the world's first regular broadcasting station, The Detroit News' own station, WWJ.

WWJ holds a unique place in the affection of the Detroit public for this reason, and to place your message in the columns of The Detroit News is to insure the most interesting radio reader attention available not only in Detroit but in all Michigan.

For the second time within a year, WWJ has installed a more powerful broadcasting equipment, doubling its signal intensity. The Detroit News station is the only newspaper in the WEAF chain maintaining its own broadcasting equipment.

That advertisers appreciate the superior potency of radio advertising in The News is shown in the fact that The Detroit News during the first five months of this year printed 230,692 lines of radio advertising as against 76,468 for the next medium, showing an increase of 87,836 lines over the same period of 1924.

The Detroit News

Greatest Circulation, Week Day or Sunday, in Michigan.

Men of Genius

are usually found, above all things, to be men of simple common sense



IN advertising, as in all things, one often hears of "Genius."

Some men interpret it in one way, others in another. But analysis usually proves it not "the infinite capacity for work," but for work well directed along the lines of simple common sense.

Brilliancy all admire. Cleverness gains applause, But common sense attains results that endure.

Thus genius in advertising is effort that results in sales . . . strategy directed with profit sheets in mind, campaigns built in knowledge that the end must justify the means.

Fortify advertising copy with that keynote, and it will sell.

Develop merchandising plans around it, and they will win.

Instil it into the minds of men in organizations and they will function as units toward consistent leadership.

Regulate advertising expenditures to it, and the folly of expenditures out of proportion to sales possibilities will not result, nor will penny wisdom intrude against dynamic effort to protect a gained

market, or unusual expenditures to gain more quickly an open one.

Study businesses built on advertising, and you will find that their basic strategy.

Study business built without advertising, and you will find it.

Study successful advertising agencies, and you will find it their fundamental policy.

Failures seldom come when those principles are applied.

Sales managers credit their directing boards with the backing to make possible their attainments . . . and boards credit sales managers with the genius of profit strategy.

The advertising agent rates himself simply as an able helper . . . not as the controlling factor.

That type of "genius" all men agree to . . . and thus understand one another better, and toil intelligently together to a common end.

To us that marks but simple common sense and common sense so far has proved the one open road to uncommon results in advertising.

Thus—the magic of advertising is proved by the miracles it performs when rightly applied.



LORD & THOMAS

NEW YORK 247 Park Avenue Advertising

CHICAGO 400 North Michigan Avenue

LOS ANGELES 1151 South Broadway

LONDON, ENGLAND Victoria Embankment SAN FRANCISCO 225 Bush Street

Each Lord & Thomas establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas units whenever it is to the client's interest,

Woolworth Anticipates Another Record Year

Sales of the F. W. Woolworth Company for the year 1925 will be about \$240,000,000, according to Hubert T. Parson, president. This would be about a 12 per cent increase over 1924, when sales amounted to \$215,493,575, the largest in the history of the Woolworth organization. Mr. Parson believes that earnings will show the same percentage

of increase.
"Up to the first of May our sales and earnings were running in the same ratio," he states, "and showed a 10 per ratio," he states, 'and snowed a 10 per cent increase over last year. June, thus far, has shown a 15 per cent increase over last year and we expect this to con-tinue through the month. We have just opened up our 1,400th store, so that we are in a better position than ever be-fore from a distribution standpoint.

fore from a distribution standpoint.
"The general business outlook is exceedingly good and particularly good with us. The reports we have had regarding our business from all sections of the country have been excellent and they have all shown the same percentage of increase." Mr. Parson amended this statement by saying that there has been a little slump in New England but that conditions were improving again.

Fisher Body Corporation Advances Louis Mendelssohn

At the annual meeting last week of the board of directors of the Fisher Body Corporation, Detroit, a new office, chairman of the board, was created. Louis Mendelssohn, formerly treasurer Louis Mendelssohn, formerly treasurer of the company, was appointed to this office. William Butler, who formerly held the office of comptroller of the company, was elected to succeed Mr. Mendelssohn as treasurer and A. Foy was elected to the office of comptroller and assistant treasurer.

Brown Shoe Account for Fisher-Brown Agency

The Brown Shoe Company, St. Louis, Mo., Manufacturer of Buster Brown and Brownbilt shoes, has placed its entire advertising account with the Fisher-Brown Advertising Agency of that city. Plans call for the use of magazines, newspapers, business papers and outdoor advertising. and outdoor advertising.

New Accounts for Greenleaf Agency

The Moore Doten-Dunton Boston, have accounts with The Greenleaf Company, advertising agency, of that city.

Roanoke Newspapers Appoint Chas. H. Eddy

The Chas. H. Eddy Company, publishers' representative, has been appointed national advertising representative of the Roanoke, Va., Times and World-News.

Changes in Vick Chemical Company Personnel

The Vick Chemical Company, Greens-boro, N. C., manufacturer of Vick's Vapo Rub, has advanced several of its executives, Allen T. Preyer, for executives. Allen T. Preyer, for-merly sales manager, has been appointed merly sales manager, has been appointed director of sales, with supervision of sales promotion and advertising. Henry B. Yates, formerly assistant sales manager, has been made sales manager for the United States and Hugh D. McKay has been made foreign sales manager. The sales of Vick's Vapo Rub now exceed the advertised slogan "over 17,000,000 jars used yearly" and in consequence it will be changed beginning with the new fiscal year, July 1, to read "over 21,000,000 jars used yearly"

yearly."

A branch office and laboratory has been established in Mexico City and plans are being made to open a branch laboratory in Montreal during July, to handle the Canadian business.

Beverage Account for Lord & Thomas

The Arrowhead Hot Springs Resort, near San Bernardino, Calif., has appointed the Los Angeles office of Lord Thomas, advertising agency, as its advertising counsel. A campaign on Arrowhead Springs mineral water and Arrowhead ginger ale will be conducted. This campaign will be confined to Southern California for the present.

Alfred Wonfer with Geyer-Dayton Company

Alfred Wonfer, formerly of the creative staff of James F. Newcomb & Company, Inc., N. Y.. and prior to that with Ruthrauff & Ryan, Inc., and The H. K. McCann Company, has The H. K. McCann Company, has joined The Geyer-Dayton Advertising Company, Dayton, Ohio.

Dartmouth Honors Fred A. Walker

Dartmouth College, Hanover, N. H., conferred the bonorary degree of Master of Arts upon Fred A. Walker, a mem-ber of the executive board of the Frank A. Munsey publications at its commencement exercises on June 23.

C, T. Kaye Dead

Charles Thomas Kaye, formerly advertising manager of the San Francisco Illustrated Daily Herald died on June 22, at Sacramento, Calif. He was recently advertising manager of the Sacramento Union.

Madeline Modes Appoints Pedlar & Ryan

The advertising account of Madeline Modes. Inc., New York, has been placed with Pedlar & Ryan, Inc., advertising agency of that city.

, 1925 ical

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Twenty-fifth Anniversary

Good Newspaper



Twenty-five Years Ago

ULY Fourth, 1925, marks the Silver Anniversary of the founding of the Chicago Evening American.

Twenty-five years ago the first issue was published. It was an eight-page newspaper. It sold for one cent a copy. There was very little advertising in its columns.

What has happened to this newspaper since the publication of its first issue is an accomplishment to grip the imagination of every man who knows the true meaning of newspaper building.

Let us go back twenty-five years.

The Chicago Evening American was published in a make-shift plant, in a ramshackle building on Madison Street—a street of second-hand stores and coffee shops and cheap hotels.

Another evening newspaper, already more than twenty-five years old when the Evening American started publication, was supreme in the field.

So much for the beginning.



Today

ODAY the Chicago Evening American has the largest circulation of any Chicago evening newspaper—has had since June, 1921. It sells at a fifty per cent higher price than its fifty-year old competitor, yet it is predominantly first in circulation.

For three consecutive years it has gained more advertising than any other Chicago daily newspaper. During the first five months of 1925 the Chicago Evening American gained more display advertising than all of the other Chicago daily papers combined.

Today the Chicago Evening American has its own modern home on Madison Street—now the great through artery East and West of Greater Chicago and the corner of State and Madison, a few blocks from the Hearst Building, is said to be the busiest in the world.

Here, certainly, is a story of progress almost without precedent in the history of newspaperdom.



HE Chicago Evening American is a GOOD newspaper. It caters to no class or creed, but publishes the news as it finds it—fearlessly, accurately. On no other grounds can the undisputed position of the Evening American as Chicago's leading family evening newspaper be explained.

The Chicago Evening American stands squarely and unfalteringly for those things that make Chicago greater, better and more beautiful; that make the lives of its readers more abundant, happier and

richer.

To this end we again dedicate the Chicago Evening American on its Twenty-fifth Anniversary, alert, alive, aggressive—proud of the progress of the past and looking forward to a future bright with promise.

CHICAGO MI AMERICAN

a good newspaper

No Apologies Needed for the Negative Appeal

A Newspaper Campaign for Blackstone Cigars Proves That There Is a Time and Place for Negative Copy

 $W^{ ext{HEN}}$ anybody can find something new to say in the advertising of the good old staples like cigars, coffee, salt, soap, coal, or suspenders, he should be worth listening to.

For what is there new to say?

The differences between cigars are, after all, infinitesimal when compared with the differences between cigars and coal, even though in a sense, or non-sense, both are Salt is either good or bad, as the good book says, and the salesman whose job it is to sell salt, or sugar, or coffee, knows that the very simplicity of his product, and the general knowledge that everybody has of it, is the thing that makes his harder than the job of

selling something new or novel. Writing advertising copy for tea or thread is no job for a cub. What the cub hops upon as a brand new theme has probably been played upon with infinite variations by hundreds of copy writers. Advertising the much-advertised staple, and making the advertising new, bright and compelling, is a task for an older head and a more skilful hand than the average copy writer possesses.

This is no heavy-handed gesture to hang a garland of asphodel on the brow of whomever it was that wrote the copy for the present newspaper campaign of Blackstone cigars, made by Waitt & Bond, Inc., of Newark, N. J. Nor is it an attempt to single the copy out for Nobel honors. Nothing like that at all. But just because a

cigar is not the easiest thing in the world to be "different" over in advertising copy, the current campa. appears to present some features worth talking about-

briefly. Cigars, con-

sidered as merchandise do not offer many op-portunities for introducing changes in appearance. The package is not commonly considered an advertisable factor, nor for that matter is the When it band. comes to the



ago. It was even finer to years ago. It is at its very finest in this year of 1925! article itself-

the color, aroma, quality of filler and wrapper, are features that are not depictable. Pictorially, the advertiser is limited to size and shape.

Cigar advertising for many years has shown a marked tendency on its pictorial side to use the face of the "satisfied smoker." Probably every cigar manufacturer, at one time or another, has used the smiling "satisfied smoker" in his advertising. The gallery of such advertisements must be one of the longest in the world. Blackstone, itself, has made its



Better halves and bitter halves

(On Marrimony and My Lady Nikotou)

It makes a great hit with your het-ser half to renounce your litter halves. You know; those eigers that get pur-gent or acid-enelling when she fire creeps pust the middle.

reeps past the middle.

But now let's talk about Blachstone
(ou see there isn't a liever half in a
housand Blackstones. Every less of
avana used for Blackstone's fragram
su% Havana filter is individually at
mined for mildness and perfect but
ge before it is rolled into Blackstone
ge before it is rolled into Blackstone

It Blackstones are bought in pocket kages of 5 or 10 cigars. You open own box of foil-wrapped, factory. 4 cigars when you buy a pochet kage.

filler crop in pears - in your

Blackstone

Hapana's best

HUMOR, SANELY USED, IS EFFECTIVE IN PUTTING ACROSS NEGATIVE COPY

contributions to this gallery on different occasions.

In the effort to be different, therefore, the cigar advertiser is not exactly embarrassed by wealth of opportunity. One significant thing Waitt & Bond did was to interview something like 1,500 cigar smokers in advance of the advertising campaign in the hope that such a survey would uncover some good copy ideas. We say significant, because interviewing smokers seems about as profitless a procedure as that of asking people why they drink water. The suggestion must have been made by someone who never smoked.

One thing this survey revealed which surprised Waitt & Bond was that freshness stood higher than taste as a quality sought for in a cigar. Mildness was another quality stressed. In addition to the positive qualities specified by the people interviewed, a number of points were mentioned on the negative side, like dropping ashes, flapping wrappers, inability to draw easily, a cigar that won't stay lit, one that breaks or crushes easily, bitter taste during last half, and the like.

The inspiration for the current series of advertisements really came from a contemplation of these negative reasons, or perhaps it would be better to say that the copy used in the series was inspired by them. So here is another campaign based on the negative appeal, though why that statement always has to be made with an apologetic inflection isn't clear. Such campaigns have no more failures charged against them than have the positive-appeal kind. In Blackstone campaign, the negative appeal proved to be the most effective way of emphasizing the cigar's selling points, and, more important still, offered the advertiser an opportunity to do something different and rather original.

C. A. Voight, creator of the comic strip called "Petey Dink" and the "Betty" series, was engaged to make a number of drawings. One shows a man reclining in his armchair at home, a half-consumed cigar in his mouth, the

room filled with smoke, and ashes scattered over his clothing and the floor. His wife stands before him offering him one of her aprons. The caption of the advertisement reads, "She offered him her apron (Her 'Mr. Scatterash')."

Notice how the copy steps from the negative right into the posi-

tive argument:

"Ashes decorated his coat lapel. Ashes scattered over his vest front. Ashes spilled over his lap. 'Mr. Scatterash,' pleaded his wife, 'won't you please put on an apron?'

"And then he changed to Blackstone. Blackstone has that firm, iron-grey ash which is one sign of a truly fine cigar. You flip off the solid ash when you want to. And Blackstone ash is the ash of 100 per cent Havana filler—the choicest Cuba grows—covered with a perfectly cut, perfect-fitting Sumatra wrapper.

"Blackstone is so uniformly fine-tasting and free-drawing that nearly half of all Blackstones are bought in the handy pocket packages of 5 or 10 cigars. You smoke factory-fresh, foil-wrapped cigars when you buy the Blackstone Pocket Package.

"Blackstone was a fine cigar 52 years ago. It was even finer ten years ago. It is at its very finest in this year of 1925."

PACKAGE FEATURED IN NEW ENGLAND

One item of merchandising interest in the campaign is the handy pocket package referred to in the foregoing advertisement. This package was featured in the New England newspapers and practically nowhere else for the reason that Blackstone cigars have been well established throughout the New England 'territory for years. In other sections of the country where it was felt that Blackstone was not so well known, the handy package was not mentioned. The smoker, unacquainted with Blackstone, would be more interested in the suggestion to try one cigar than a package of five or ten.

Another advertisement, which tackles the objection made by many smokers that they do not like a cigar which breaks or

The Extra Measure!

IN GREATER NEW YORK there are three Sunday Gravure Sections, with a total circulation of 1,504,558 copies, according to the Government statement of March 31, 1925. Of this total, THE WORLD TINTO - GRAVURE provides 38.6%.

Of this million-and-a-half, the advertiser is chiefly concerned with the copies circulated directly in Greater New York, where his own distribution is greatest and where the vast bulk of retail sales is concentrated. The three Gravure Sections have a combined city concentration of 827,595, of which THE WORLD TINTO-GRAVURE provides nearly 51%. The comparison speaks for itself:

New York City Concentration

Sunday World Tinto-Gravure 420,534

The Times Rotogravure . 258,253

Herald-Tribune Graphic . 148,808 407,061

Supremacy of THE WORLD 13,473

The fact that this excess city distribution can be purchased in THE WORLD at a saving of \$1.45 per line, a clear economy of 42%, is eloquent proof of THE WORLD'S value to the advertiser who buys his advertising as he buys all other merchandise—strictly on the basis of costs.



Pulitzer Building, New York

MALLERS BUILDING GENERAL MOTORS BUILDING CHICAGO DETROIT

TITLE INSURANCE BUILDING LOS ANGELES

SECURITIES BUILDING

CHANCERT BUILDING



crushes easily, capitalizes the handy packages in a different way. For this piece of copy, the cartoonist, Voight, made a drawing of a strap-hanging, rush-hour crowd showing one badly jostled male passenger holding both hands feebly over his breast pocket. The caption read, "Coat pockets and Swedish massage (Are you a cigar breaker?).

It read:

Cigars shouldn't be carried loose in the pocket any more than oysters or eye-glasses. We mean it!
Nearly half of all Blackstone Cigars are bought in the handy pocket packages of five or ten foil-wrapped, factory-fresh cigars. That's how unchanging you'll find their fragrant 100 per cent Havana filler. That's how little you have to pick and choose to get perfect,

free-drawing cigars.

And it's the same mild, fine-tasting, full-size Blackstone whether you buy in the package or from the Blackstone

cedar box.

Opposite the cartoon in each advertisement, and set in small-size italic type, are the words, ". . . and then he changed to Blackstone." The concluding paragraph in the two advertisements already quoted was used in every piece of

Practically every objection offered by smokers as qualities to be avoided in a cigar was made the subject of a Voight cartoon and featured in an advertisement. Poor drawing quality was illustrated by the picture of a disheveled gentleman puffing with might and main on a cigar that quite evidently wouldn't draw, and the caption made the point clear enough, "Blow, Bugle, Blow!" The cigar that won't stay lit was represented by a picture of a man in a railroad waiting-room looking despairingly at a cigar stub which he holds in his hand, the floor around him covered with burnt matches-"Who wins? Your cigar or your matches?" is the caption.

The list of newspapers used is quite extensive, covering most of the larger cities throughout the country with the exception of the Southeastern States. In New England, where distribution is unusually thorough, the coverage ex-

tends to all cities, large and small. The campaign started in each newspaper with a half-page advertisement in very bold type. The advertisements containing Voight cartoons are in two different sizes, some four columns by 170 lines and others three columns by 140. Staggered through the series are a number of smaller advertisements, each two columns by 100 lines, with small silhouette illustrations and short copy.

Besides the copy points already referred to, the campaign presents an interesting change of pace in size of space and kind of copyhumorous and serious, used alter-

nately.

Southern Agency Council Meets

Meets

The mid-summer meeting of the Southern Council of the American Association of Advertising Agencies was held at Nashville, Tenn., on June 22 and 23. Henry Tritchler, of the Chattanooga office of Nelson Chesman & Company, Inc., was elected vice-president to succeed Jefferson Thomas, who has resigned.

Shelley E. Tracy, president of the Southwestern Advertising Company, Dallas, was elected permanent secretary-treasurer. J. L. Morrison, of the Atlanta office of the Ferry-Hanly Advertising Company, was appointed a member of the agency service committee. The council tentatively decided upon Dallas for its mid-winter meeting.

R. M. Graham with Powers & Stone

Richard M. Graham has joined the Chicago office of Powers & Stone, Inc., publishers' representative. For the last four years he has been with the Chi-cago office of The Century Company. Prior to that Mr. Graham was with the Review of Reviews Company.

New Account for Charles C. Green Agency

The Gash-Stull Company, Pa, farm implements, has appointed the Philadelphia office of the Charles C. Green Advertising Agency, Inc., as its advertising counsel. Plans call for the use of farm papers.

Appointed Advertising Manager of "The Forum"

Waldo W. Sellew has been appointed advertising manager of The Forum, New York. He was formerly with Albert Frank & Company, Inc., advertising agency, of that city.

| TONS of VALUE | but not an ounce of "bargains"

IN buying advertising space, as in buying merchandise or service, you usually get just about what you pay for. The advertiser who, by buying space on the basis of unsubstantiated claims instead of A. B. C. figures obtains rates seemingly below normal, is pretty certain eventually to awaken to the fact that he has invested in circulation sadly deficient in quantity, quality, or both.

The Times-Picayune has no "bargains" to offer in advertising space. But the level-headed space buyer who insists on such essentials as adequate coverage and the degree of reader responsiveness that comes from maximum interest and confidence, will find unusual value in this newspaper—and he will not be paying for duplicate circulation.

The Times-Picayune-

FIRST FOR THE SOUTH

Representatives: Cone, Hunton & Woodman, Inc., New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta. R. J. Bidwell Co., San Francisco and Los Angeles.

Why Not Make

There are two ways in which an advertiser may enter a market. One is to "muddle in"; striking this way and that, with a hit or miss chance that the inherent worth of the product will create a place for itself among highly competitive commodities.

The other way—and BETTER WAY—is to select several typical markets and to concentrate upon them sufficient effort to accurately test the possibilities of a product designed for nation wide distribution.

This can now be done with maximum effectiveness through the grouping of the Boston American, Chicago Evening American, Detroit Times, Rochester Journal, Syracuse Telegram, and Wisconsin News (Milwaukee).

BOSTON AMERICAN
CHICAGO EVENING AMERICAN
DETROIT TIMES

A Real Test

Here are six clean-cut markets containing a population of ten million people within the trading areas covered by the newspaper sextette listed below. Each market offers the ideal combination of buying power, concentration of population and intensive newspaper circulation.

A representative of this group of newspapers will welcome an opportunity to discuss with manufacturers and their advertising agents a plan built upon practical sales co-operation and standardized merchandising service.

Please address your inquiry to the nearest office of the group:

2 Columbus Circle Hearst Building Hearst Building

Chicago New York R. E. BOONE H. A. KOEHLER S. B. CHITTENDEN

EASTERN OFFICE WESTERN OFFICE NEW ENGLAND OFFICE

Boston

ROCHESTER JOURNAL SYRACUSE TELEGRAM WISCONSIN NEWS (MILWAUKEE) A manufacturer's chief interest in advertising should be selling more of his product at a profit to him.

McJunkin Advertising Company

Dominant Idea Advertising Outdoor · Newspaper · Magazine 5 South Wabash Avenue, Chicago

Present-Day Aspects of Old-Time Trade-Marks

Comment Induced as Result of Case Involving "First Varnish Factory in America"

Washington Bureau of PRINTERS' INK
MANUFACTURERS' who were pioneers in their lines may now register a statement of that fact as a trade-mark under certain conditions, according to a recent decision of the Patent Office. The case involved was that of Edward Smith & Company, in opposition against C. Schrach & Company, and the decision also serves to bring out some interesting facts of value to many owners of old trade-marks and to occasional applicants for registration of new marks.

In this case the First Assistant Commissioner held that the Schrach concern is entitled, under the ten-year clause of the Trade-Mark Act of 1905, to register, as a trade-mark for varnishes, the slogan, "The Oldest Varnish Makers in America." The record

of the case states:

"The ground of this decision is that the testimony offered on be-half of the respective parties showed that C. Schrach & Company had commenced manufacturing varnishes prior to the date of established manufacture Edward Smith & Company, of Long Island, N. Y., that it did not appear that, during ten years preceding the passage of the Act of 1905, Edward Smith & Company had used the expressions First Varnish Factory Established for the Manufacture of Varnish in America,' 'The First Varnish Factory in America,' or 'The First to Manufacture Varnishes in America,' and that the expression used by C. Schrach & Company was used in a trade-mark sense.'

While this case was obviously and almost entirely decided on the truth of the statement presented by the trade-mark, many others, involving old marks, have been won or lost according to a variety of peculiar elements and conditions. Every once in a while a

case comes up in the Patent Office or the courts in which the owner of an old mark relies on a registration under the first trademark act, that of 1870, only to find that his registration is worthless. Then, also, an occasional new mark is discarded because it is supposed to infringe on an old mark that someone remembers, when, in some instances at least, the new mark could be registered

and fully protected.

In the Smith-Schrach case, if the mark in question was registered under the old law of 1870 that fact was not mentioned, for the simple reason that the registration would have had no weight whatever. Soon after its passage, this act was held unconstitutional by the U. S. Supreme Court. All registrations under the act of 1870 are filed away in secret archives in the trade-mark division of the Patent Office, and are not open to the public. Because the law was held unconstitutional, the registrations are considered illegal. Hence the old-time trade-marks are not used by the Patent Office at all, in blocking present applications, unless the old marks have been registered and renewed.

The earliest trade-mark law that is recognized is the act of 1881. Many registrations under this act are still in force and are used by the office as a basis for refusing registration. For many years a cloud hung over this act because the wording of a certain clause did not conform to the Constitution; but that has been cleared up by the act of 1905, which has been held constitutional by the Supreme

Court.

Registration under the act of 1881 was issued only for a period of thirty years. While all of the widely used marks that are registered under this act have been renewed, if renewal was necessary, many of lesser value have expired and are no longer considered by

the office in passing on registra-

The act of 1905 requires that trade-marks which are identical with a registered or known mark, owned and in use by another and applied to merchandise of the same descriptive properties, shall And until not be registered. about two years ago it was the practice of the trade-mark division to cite expired registrations issued under the act of 1881, on the ground that they were known trade-marks within the meaning of the clause of the act just mentioned. But being known does not mean that the marks are still in use, and the commissioners finally took the stand that if a registrant did not think enough of his trademark to keep it alive by renewal in the Patent Office it was not a part of the work of the office to protect his rights.

This new practice on the part of the Patent Office was well illustrated in the case of Ostermoor & Company in opposition against John A. Schwarz, Inc., last November. In the decision it was held that the latter concern is entitled to register, as a trade-mark for mattresses, a mark consisting of the representation of a mattress open at one end, with other details, notwithstanding the prior registrations of Ostermoor & Company of trade-marks, some under the act of 1881 and some under the act of 1905, which include the representation of a mattress

open at one end.

In this case, Ostermoor's right to oppose rested on the prior registrations. But the First Assistant Commissioner held that two of the registrations, under the act of 1905, having been cancelled, corresponding registrations under the act of 1881 were de-prived of any prima facie evidence of ownership. The opposer urged that by Section 7 of the Act of 1881 two of his registrations under the act must be accepted as evidence of ownership and that no mark deceptively similar should be registered. However, the assistant commissioner held otherwise; he said:

"The prima facie weight to be

given to the 1881 registrations is overcome by the cancellation of the corresponding 1905 registrations, so that opposer cannot rely on them. The cancellation is, in effect, a holding that registrant does not own the marks. If it does not own the marks shown in the 1905 registrations, it cannot own the same marks merely because they are shown in the 1881 registrations. The picture of the mattress, involved in these marks and in applicant's mark, in itself is public; juris and is free to be incorporated in applicant's composite mark."

The outcome of this case, undoubtedly, would have been very much the same if the opposer had merely registered his marks shortly after the passage of the act of 1881, and then failed to renew his registrations at the end of the thirty-year period. The validity of an old trade-mark, so far as the trade-mark division of the Patent Office is concerned, depends upon its live registration as expressed by renewal and its successful record of opposition.

To the applicant for registration of a new mark which utilizes some feature used long ago, the opposition of the old mark is seldom as serious as it is supposed to be. While, in many instances, old marks which have not been renewed have been cited during the last few years in opposition against the registration of new marks, the majority of the cases are not successful. When this occurs, almost invariably it is found that the old registrations have not only expired but that the marks have also been abandoned.

Quincy "Herald" Adds Sunday Edition

On June 21, the Quincy Herald Company began publication of a Sunday edition of the Quincy, Ill., Herald. The paper will now appear seven days a week.

New Account for Picard, Bradner & Brown

The advertising account of the Jimmy DeForest Boxing Course, New York, a boxing course by mail, has been placed with Picard, Bradner & Brown, Inc., advertising agency of that city.

If Messrs. Mason & Dixon had run their line through Boston

The existing division of Boston's population into two distinct groups could not be more real if a surveyed boundary ran between. Just as the famed Mason-Dixon line has served for generations to mark a sharp separation in national thought and custom, so the invisible factors of ancestry, tradition and evolution have come to divide the people of Boston no less certainly into two comprehensive groups.

Each of these great Boston groups has its own particular beliefs, likes and dislikes. Each patronizes the type of newspaper that faithfully mirrors its own cherished ideas. As a result, the newspapers of Boston serve either one or the other of these two groups. No paper can cover both.

One of these groups can be reached through one or more of several newspapers. The other group—comprising the most important part of the great Boston market from an advertising standpoint—can be covered only through The Herald-Traveler.

To cover both of these groups is necessary to the success of most advertising campaigns. To reach The Herald-Traveler group is vital to the success of every worthwhile product advertised in Boston.

Let us send you "Business Boston," an instructive booklet that explains the situation as it exists in Boston and tells how you can most effectively advertise and merchandise your product in the great Boston market. We will gladly send it upon request on your business stationery.



BOSTON HERALD-TRAVELER

Using New-Product Methods to Sell Trade-ins

How an Automobile Dealer Builds Used-Car Business by Use of "Reason Why," Illustrated Advertising

By B. F. Berfield

THE photograph is of a Cadillac V-61 coupe. The car is standing in a park against a background of shrubbery. At the wheel sits a woman; beside her, a little girl. It is the kind of a photograph that any automobile advertiser would like to use in selling the latest model of his line. Beneath it, however, is the following description:

One of the better cars you will see here. This Cadillac 61 Coupe was turned in on a new V-63 by the original owner. Our mechanical shops inspected and adjusted the entire car, making it almost new again. Then it was painted a special color bright Duco in our own shops. New tires were put on the wheels. Even the smallest details were given careful attention so that it would have new car attractiveness. The Cadillac equipment is complete, extras include Hoo-Dye hydraulic shock absorbers. Drive by today—compare the quality and service in this good Cadillac with any other car you could own for \$-\$2.250.

This coupe is just one of a number of cars offered in a folder, "Three Important Things" issued by the Greenlease Motor Car Company, Cadillac distributor of Kansas City, Mo. Other cars range in price from \$575 up to \$3,295. Each one is given the kind of an illustration that is normally used only in selling brand new cars. Each description is as carefully worked out from a selling angle as the description just given. The result is an unusual type of direct-mail folder for the sale of used cars.

Basically, the used-car problem, from the dealer's viewpoint, would seem to be one of salesmanship and advertising. When it comes to selling new cars he need remove his hat to no one. He uses good advertising and hires a high type of salesman. But when it comes to getting rid of used cars he falls down in nine cases out of ten.

His used-car showroom is usually unattractive, he puts his poorer salesmen on the job of selling used cars and contents himself, in his advertising, with classified advertising only and, instead of trying to get the most out of classified columns, says as little as possible with the big emphasis on price.

Occasionally, a dealer does use different tactics. The Nash dealer in New York conducts a regular series of newspaper advertisements, signed by the president, in which selling copy is used. A General Motors dealer in Stamford, Conn., recently hired a circus tent, used it as a used-car showroom, ran large newspaper advertisements and cleaned out his stock in a week by circus methods. But on the whole, dealers do not let the right hand learn anything from the experience of the left.

That is why the advertising done by Greenlease to sell used cars stands out in sharp relief from most used-car advertising and points the way, not only to other dealers, but also to manufacturers whose dealers are complaining about the used-product situation.

"Value is the only common meeting ground of the buyer of new cars," said Edward T. Clark of Greenlease. "And advertising is the surest way of establishing values in the public mind.

"The new-car buyer retains a mental picture of his old car ase it was when new. He remembers its cost but forgets the miles that have been covered since the speedometer registered '000000.' He is not in touch with used-car prices. Usually, he is perfectly sincere in expecting more for his car than it is worth.

"Prices and descriptions in our



"A good man is a man who does good work."

Ten years of steady progress through helpful personal contacts with successful advertisers in and around Chicago has prepared James B. Meiggs to become Western Manager of The American Weekly, whose circulation is about 5,000,000.

HOW TO SELL \$6,492,400 WORTH OF AUTOMOBILES IN SOUTHERN CALIFORNIA IN FIVE MONTHS AT A COST OF % OF 1 PER CENT!

Use newspapers EXCLUSIVELY and put the bulk of your advertising investment into the Los Angeles Examiner.

THE Walter M. Murphy Motors Company, distributors of the Hudson and Essex automobiles in Southern California, are proving newspapers the greatest business-builders in this territory. True, they sell two cars of extraordinary value, but people have to know about it to appreciate it.

In the five months from December to April, inclusive, this concern increased its volume over the same period of last year 362.65 per cent in city sales, 313.18 per cent in Los Angeles County sales and 253.03 per cent in Southern California.

It was done with newspapers, The Los Angeles Examiner carrying \$5787.16 more of the advertising investment than the next nearest paper, and about as much more as the **three** remaining papers **combined!**

"We do not believe in scattering our shot," declares Richard Carlson, general manager of Walter M. Murphy Motors Company.

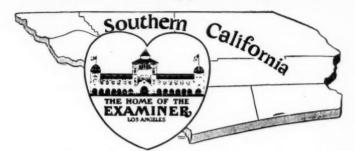
Starting in December, 1924, with a volume of \$850,000 the Hudson-Essex distributor did \$1,750,000 in May, 1925.



T. C. Hoffmeyer Pacific Coast Representative 571 Monadnock Bldg. Telephone Garfield 3858 San Francisco

W. W. Chew Eastern Representative 1819 Broadway Telephone Columbus 8342 New York City

The Los Angeles Examiner is the heart of this opportunity area



Are you building as much business for yourself here as a wealthy people are willing to give you?

In five months they sold \$6,492,400 worth of Hudson and Essex automobiles in the ten counties of Southern California and their advertising cost for this accomplishment was just a shade over \(^3\)4 of 1\(^4\)!

The Hudson-Essex experience in this field, in the face of a slight lull in automobile sales, is proof positive of several things:

- (1) Southern California purchasing power is best influenced to immediate action by newspaper advertising exclusively.
- (2) The Los Angeles newspapers cover Southern California completely.
- pletely.

 (3) The Los Angeles Examiner, by virtue of the greatest morning and Sunday coverage west of St. Louis, is worth more money to advertisers.

Here is the place to advertise what you have to sell, to enlist the aid of The Examiner's Merchandising Service Department in obtaining distribution, to get MORE for your advertising dollar on a basis of returns on the investment.



380,000 Sunday

Wm. H. Wilson Western Representative 915 Hearst Bldg. Telephone Main 5000 Chicago used-car advertising are the easiest way of showing the actual value of a customer's old car. It gives us a basis of comparison. We have something definite to point out to the man who wants \$1,500 for a car when we are selling the same model, completely overhauled, for \$1.250."

That's an angle of used-car advertising that the average dealer often overlooks. He must remember that such advertising is as much a protection against new-car buyers as it is a salesman of used cars.

When a man buys a new car, he depends on the established reputation of a factory. When he buys a used car he has to depend mostly on the reputation of a dealer. Greenlease starts building confidence by attaching tags marked in plain figures to all cars. The company emphasizes the fact that it averages two used-car sales to one new-car sale. And creating confidence is the job its used-car advertising has to do.

The company uses classified advertising as one of the weapons for selling used cars. But it tries to get "reason why" in this advertising. Take a paragraph from one of the company's classified advertisements:

Compare this Cadillac 61 Phaeton at \$1,485. A four-passenger sport type with new Duco paint, new cord tires, and in splendid condition. The deep cushioned seats are upholstered in genuine leather. The full-line top looks new. What other car could you own for \$1,485 that would give you half the service or satisfaction?

Such phrases as "This quiet easy riding car will please everyone of the family," "Twice the comfort and satisfaction of any other car you could own at the price," and "You will like the way this car handles," appear constantly throughout the copy. In addition, the company frequently uses advertisements in which no single car is mentioned. Such copy is of the institutional type, selling Greenlease as a reliable used-car dealer.

Then comes direct-mail selling, typified by the "Three Important Things" folder. The three things, by the way, are the dealer, the make and the car. In the folder, Greenlease, first of all, shows a picture of its salesroom and tells something of its history. The next step is to tell the number of makes that can be bought. The third step is to show the cars.

The method of picturing and describing the car has already been referred to. In addition to the pictures of the cars, taken against well-known local backgrounds, the company also showed pictures of the used-car stock and of the mechanical department, emphasizing the fact that each car is thoroughly overhauled and reconditioned before being sold. Close-ups were taken of new tires being put on used cars. Each car was described and priced. motor number and name of the former owner was given. latter is important, frequently, in establishing confidence. were featured, but care was used to keep away from any suggestion of "fire sale" advertising. company reports that an encouraging number of prospects brought the folder with them when coming to buy.

The used-car advertising is only one phase of the company's adver-For new cars, it tising plan. uses newspaper space, direct mail and a monthly house-organ. These all have their definite application to the sale of used cars. Confidence is the big thing to foster in the mind of the used-car prospect. One way of fostering confidence is by the display advertising for new cars. Therefore, every bit of advertising that the company does is getting in its work on the buyer of a used car.

The Greenlease story is primarily an automobile story, but its applications extend far beyond the automotive field.

W. B. Higgins Advanced by Wheeling Steel

Walter B. Higgins has been appointed vice-president in charge of sales of the Wheeling Steel Corporation, Wheeling, W. Va., succeeding W. H. Abbott, resigned. Mr. Higgins was formerly a division sales manager for the company.

Beauty and Utility!

Are either one of these qualities the dominant characteristic of your product? If so, your advertising message can be conveyed in the most effective physical form through COLOR INSERT PAGES or AQUATONE PROCESS INSERTS in

THE CLASS GROUP

ARCHITECTURE

ARTS & DECORATION

COUNTRY LIFE

GARDEN MAGAZINE & HOME BUILDER

HOUSE BEAUTIFUL

Here is a steadily increasing audience, at once appreciative and responsive to better things entering into the construction, decoration, furnishing, and equipment of their homes.

Pathe allelitum he.

565 Fifth Avenue

New York

Boston Office, 194 Boylston Street Travers D. Carman, Mgr.

Western Representative, Fred H. Ralsten Co. 17th Floor Tribune Tower, Chicago





Combining exceptional service comfort and style 6 to 10

DAVIS DRY GOODS CO. CHIGAGO

MANY times retailers welcome an opportunity to further extend an effective campaign by bringing Poster Advertising to their territory and gladly participate to that end.

The plan originated by this Company and successfully used by a number of national advertisers benefits both manufacturer and retailer without sacrificing in the least the necessary coordination of the entire campaign.

General Outdoor Advertising Co.

550 West 57th Street New York City Harrison & Loomis Sts. Chicago, Illinois

Branch Offices in 52 Cities

A Nickel a Grocer

The cost of a cheap cigar buys a year's campaign to the grocery trade-

You meet a grocer. You hand out a cigar and think nothing of it.

Yet the cost of just a cheap cigar—a nickel a grocer—will buy a full-page campaign for twelve months to 50,000 important grocers and jobbers. A two-fora-quarter-cigar per grocer represents all the money you need for twelve double-page spreads in color.

Advertising to the grocer helps to make consumer advertising more effective. The only trivial thing is the cost—a nickel cigar—twelve full pages in THE PROGRESSIVE GROCER—either for the same amount of money.

TRADE DIVISION
THE BUTTERICK PUBLISHING COMPANY
912 Broadway, New York



Reaches 50,000 good grocers, jobbers and brokers

The Florida Idea of Community Advertising

Policy of Providing Funds by Taxation Continues to Gain Strength Despite Legislature's Indifference

By Jefferson Thomas

WHEN the legislature of Florida adjourned its biennial session on June 5, without having made an adequate appropriation for a national advertising campaign of State-wide application, a temporary set-back was given to the practice of providing revenue for community promotion work by means of taxation.

The principle of including in tax levies sufficient money to cover the advertising needs of communities, wholly or in part, now has the approval of a substantial majority of the people of Florida. It has been indorsed and utilized by the more progressive cities and counties of the State for several

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Enabling acts of a local character, permitting the use of tax money for advertising purposes, were passed by the recent legislature, for nearly forty communities which have not had this estimated that privilege heretofore. servatively amount expended for advertising by various towns, cities, and counties of Florida, during the 1925-26 season, will be nearly \$2,000,000, and that more than half of the sum will be supplied by taxation.

Three bills providing for advertising by the State were introduced in the legislature. The first, which passed, makes available, within the next two years, an additional \$100,000 for the department of agriculture, with which to do research work more fully establishing the facts regarding the advantages, attractions and resources of the State, and to prepare literature descriptive This measure does not contemplate magazine, newspaper or outdoor advertising.

A second bill calling for an appropriation of \$300,000 - \$200,-

000 next year and \$100,000 for the year following — was not vigorously pushed by its introducers, and did not receive serious consideration. The plan outlined in this measure covered an elaborate organization for a State advertising department and provided for the expenditure of a considerable portion of the appropriation in channels considered as of minor value by experienced advertising men, with limited allotment of funds for methods of proved efficiency.

The third measure, on which the attention of the legislators was chiefly centred, appropriated \$400,000 for a two-year period, and specified that almost the entire amount should be expended for approved forms of advertising. The bill in question was sponsored by the Florida Development Board, the State Chamber of Commerce, and was approved by a big mass meeting of leading business men from every section The keynote speech of Florida. at this meeting was delivered by the Governor of the State. Consequently, it became known as an administration measure.

ORIGINAL PROVISIONS

In the bill as originally drawn, it was provided that expenditure of the money should be in the hands of a State Advertising Board, consisting of seven members, to serve without salary, one to be the commissioner of agriculture and the other six to be appointed by the Governor — a member from each of the four congressional districts and two at large. It was the general understanding that had the measure gone through in this shape, the Governor would have selected a board composed of citizens friendly to the idea of expending the

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money through a State organization of business men and trade bodies, which would finance itself to handle all the details of the proposed advertising without cost to the State. Later, amendments to the bill were adopted, changing the personnel of the administrative body by making the commissioner of agriculture chairman and specifying that a majority of the other members should be State officers.

Reported with favorable recommendation from the appropriations committee in both Senate and House, the bill was never permitted to reach a final vote in either branch of the legislature. Test votes on various collateral issues involved showed that the measure had a majority in the Senate and it is believed the bill would have passed the House had it not been side - tracked on parliamentary points.

The complication of political direction or control, inevitable with advertising money secured through taxation, has been an ever-recurring source of irritation to the forward-looking people who are responsible for the community building of Florida. In most places, however, there has been gradually established the policy of placing the expenditure of funds so provided in the hands of local trade bodies, officered by keen business men who are interested only in getting results. Consequently, the efficiency of Florida community advertising has increased year by year, even though there remains room for some improvement in its handling. It now appears that members of the State legislature had not been given sufficient attention in the way of education as to the accomplishments and potentialities of advertising. The prediction is freely made that an advertising measure in substance the same as that which had most consideration by the last legislature will be made a leading issue in practically every district before the next election for Senators and Representatives.

Community advertising in Florida has had a rather interesting history. The State was first introduced to the people of other sections through the advertising of railroads, of resort hotels and of land dealers. For years, the campaigns of the railroads that serve Florida and of the winter season hotels were limited in extent. From fifteen to twenty years ago, however, the real estate operators of the period used advertising quite extensively, employing methods of a character that caused them to react somewhat seriously.

MORE RECENT HISTORY

A more substantial type of real estate operators shortly after-ward became dominant in the promotion of Florida. This latter group was principally composed of home people, who knew the State and its conditions. Coincident with this era of advertising for agricultural and horticultural developments, there came the use of advertising by boards of trade and other civic bodies, on funds raised, in great measure, by private subscriptions. The high-pressure type of solicitation was utilized in raising money for the purpose and much of the money subscribed was never paid. Advertising agencies handling the business were subject to heavy credit losses and, in several instances, the situation that grew out of the effort to advertise became so acute that the trade bodies in charge of the campaigns were forced to disband. Even when the money allotted to the work was raised and used, the bulk of it came from a few

progressive citizens.

Some of Florida's fruit growers, about this time, adopted the California plan of jointly advertising their products. The results secured by co-operating farmers and fruit growers from advertising that cost considerable in the aggregate but which meant only a small outlay on the part of any individual, suggested the plan of community campaigns financed by tax money.

There was pronounced and influential opposition, both on constitutional and on practical grounds, for several years. The argument that advertising is not



THE ITEM now has 10,000 more city circulation than a year ago. The Tribune's net paid adds about 30,000 more.

A total increase for the Item-Tribune combination of 40,000 city circulation, for which you haven't yet paid a penny over the old 15c rate.

But you will soon-rates must advance. Be wise: Noah didn't build the Ark after the flood rose.

nem Orleans Item-Tribune

Weekdays, 15c a line Sundays, 18c a line

Publisher

James M. Thomson A. G. Newmyer Associate Publisher

National Advertising Representatives

John Budd Company

New York Chicago St. Louis Atlanta Los Angeles San Francisco Seattle

properly a function of government found many supporters-and still has some strength. Not a few of the early campaigns conducted with public funds were so handicapped by the lack of knowledge of advertising on the part of the political elements in control of the expenditures as to discourage and disgust large numbers of the friends of the principle. Gradually, the situation in this respect has improved, partly due to the election to responsible offices of a higher type of men and partly by reason of the general adoption of the "Florida idea" of a working arrangement between the city and county officials and local trade bodies, officered by capable business men, whereby advertising money is expended by the latter.

Concrete and definitely traceable results from properly directed community advertising have rapidly built a public sentiment in Florida favorable to its support by taxpayers, thus placing the cost equally on all citizens in proportion to their taxable wealth. For instance, the initial advertising of the Jefferson County Chamber of Commerce costing less than \$1,000, produced nearly 1,500 letters of inquiry and about 100 of the persons writing agreed to visit the community with a view to location and investment. Advertising for which about \$5,000 was spent by the Fort Pierce Chamber of Commerce was reported to have been responsible for purchases of more than \$250,000 worth of land before half the insertions had been

St. Petersburg people generally approve the slogan "The City Built by Advertising" because of the fact that in ten years after advertising became a fixed policy of the community, the population increased from 5.000 to 27,000, postal receipts from less than \$50,000 to about \$250,000, assessed valuations of property from \$15,000,000 to \$70,000,000 and bank deposits from \$2,000,000 to \$24,000,000.

Miami had begun to slip back in 1914, when advertising was commenced, its business for that year dropping below the 1913 total.

Between 1915 and 1925, Miami's population jumped from 7,000 to 71,000, property values increased from \$6,500,000 to \$87,000,000, the annual total of building permits grew from \$17,000,000 to \$42,000,000; post office receipts developed from \$67,000 to \$493,000 and bank deposits were built up from \$3,000,000 to \$74,000,000.

It is not surprising that the people of places having such remarkable results from advertising believe in it, or that other communities have become sold on advertising by the experience of the cities and towns that have used it to so much advantage.

J. F. Haight Joins San Francisco Jewelers

Jay F. Haight has been appointed general sales manager of the Granat Jewelry Stores, San Francisco. He formerly conducted his own advertising service business at San Francisco. He also has been vice-president of Horne & Livingston, San Francisco advertising agency.

Monroe Automotive Company Appoints L. C. MacGlashan

L. C. MacGlashan, recently with the advertising department of the Oakland Motor Car Company, Pontiac, Mich., has been appointed a sales representative of the Monroe Automotive Equipment Manufacturing Company, Monroe, Mich.

Continental Motors Reports Increase in Profits

The Continental Motors Corporation, Detroit, Mich., reports a net profit for the six months ended April 30, 1925, of \$1,402.864, after depreciation, interest and Federal taxes. This compares with \$1.163.744 for the same period in the previous year.

A. H. Tomsett with Elevated Advertising Company

A. H. Tomsett, formerly production manager of the Chicago office of Ruthrauff & Ryan, Inc., advertising agency, has joined the service department of the Chicago Elevated Advertising Company.

Hood Rubber Sales for 1924 Increase

The Hood Rubber Company, Watertown, Mass., reports sales for the year ended March 31, 1925, of \$29,096,635. This is an increase of \$847,982 over the previous fiscal year.

What comes after the sale?

Getting the goods on the dealer's shelves is only a detail in the business of merchandising. Moving these goods off his shelves is the real gauge of intelligent selling.

What comes after the sale to the dealer? Does your merchandise become a "salt and sugar" line, carried because some salesman has sold it? Or does the dealer himself put real salesmanship behind it?

You yourself determine the dealer's attitude toward your product. It's what you do after the sale that classifies it as a "salt and sugar" line or a featured product.

We make a specialty of this difficult phase of merchandising. For only specialists can give this problem the study essential to its solution.

CHARLES FRANCIS PRESS

Sales Promotion Campaigns to Dealer and Consumer

461 EIGHTH AVENUE NEW YORK

August	8	Percent
September	8	"
October	10	"
November	8	"
December	12	11
Magula	FO	Danis

Nearly 50 Percent

Bought in These Five Months

HE old idea that August was a poor month in which to advertise has been exploded. Furnishings are bought and sold in August in spite of what certain advertisers used to think to the contrary.

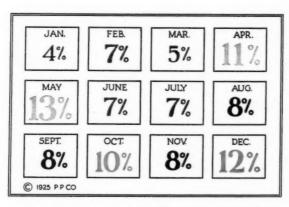
It took us eight months to obtain the facts from the hundreds of women who were personally interviewed in the *Furniture Record* survey. But now we know just *when*, *how* and *why* these women bought their furnishings. Nearly 50 per cent of them did their buying during the last five months of the year.

There are still some advertisers who cut their advertising schedules in August and curtail expenditures for publicity at that time.

If this has been your practice, please notice that in August business actually picks up for the retail

furniture and homefurnishings store. It continues good through September, reaching a peak in October.

There is still time for copy instructions to reach us before July 14th, when forms for the August issue close. Your letter will reserve space and proofs will be mailed you forty-eight hours after receipt of complete copy. Regular rates apply, and the circulation is the largest net paid A. B. C. in the field.



A specimen chart from the Furniture Record survey showing the months in which the hundreds of women interviewed purchased their furnishings.

FURNITURE RECO

Published by the Periodical Publishing Company A. B. P. Grand Rapids, Michigan, U.S.A. B.C.

Recipes Are Not Business Secrets

DRAKE BAREIRES, INC.
BROOKLYN, N. Y., June 26, 1925.
Editor of Printers' Ink:
In Printers' Ink: Monthly, June issue, on page 17, appears a story written by James H. Collins, subject "What Is a Business Secret?" Reference is made therein to a cake baker who was unwilling to show his manufacturing process and Mr. Collins states in his article that he thought this was unnecessary secrecy.

article that he thought this was unnecessary secrecy.

Through you, may we invite Mr. Collins to our bakery, which is the largest cake bakery in the East. We will be very glad to show him our entire process, our ingredients and everything about the place which may be of interest to him.

everything about the place which may be of interest to him.

Further than that it may be that you have noticed in the New York papers, during the last twenty weeks, advertisements of this company which included in every instance one of the recipes from which our cakes are made, different recipes appearing in different issues and in several of the advertiseissues and in several of the advertise-ments we took occasion to invite the pubments we took occasion to invite the public to visit our bakery and to establish for themselves the veracity of these formulas, so wonderfully rich in exactly the same ingredients as are used in all good households by good housekeepers and cooks. We are anxious to show inquisitive minds that there is no mystery whatever about good cakes, because it is the simple application of old-fashioned home methods to old-fashioned home ingredients.

DRAKE BAKERIES. INC.,

R. D. WARD,

President.

H. F. Adams Joins Curtis Publishing Company

Howard F. Adams, has joined the Chicago office of the Curtis Publishing Company, as a representative. He was formerly manager of the Chase-Hackley Piano Company, Muskegon, Mich. For four years he was manager of the wholesale piano department of Lyon & Healy, Inc., Chicago.

New Account with Ferry-Hanly

The Windsor Motor Products Cor-oration, New York, manufacturer of tion, New York, ma Windsor Stabilizer, poration, a device climinate windsor stabilizer, a device to eliminate wibration in automobiles, has placed its advertising account with the New York office of the Ferry-Hanly Advertising Company, Inc. Trade and consumer publications will be used.

C. G. Norton with Lehigh Cement

Gilbert Norton has been appointed advertising manager of the assistant assistant advertising manager of the Lehigh Portland Cement Company, Allentown, Pa. For the last three years he has been advertising manager of the Economy Fuse & Manufacturing Company, Chicago.

Campaign Starts on Queen Anne Heaters

Anne Heaters
The Anchor Stove & Range Company,
Inc., New Albany, Ind., is conducting
an advertising campaign on its Queen
Anne Home Heater. The campaign
started in June issues of business
papers. In addition, a direct-mail campaign will be addressed to a national
list of hardware and furniture dealers.
S. W. Hetherington, vice-president, informs PRINTERS' INK that, beyond these
plans, the company's advertising will be
devoted entirely to a localized merchandising and follow-up campaign, which,
it is expected, will be in operation by
August 1. August 1.

A. M. Honnet with Sears, Roebuck

A. M. Honnet, who has been head of the petroleum division of the South-western Advertising Company, Dallas, Tex., has joined Sears, Roebuck and Company, Chicago, as manager of a new retail store which that company will open at Dallas about September 1.

Mr. Honnet is at present in the headquarters office of Sears, Roebuck.

Evers & Watrous Add to Staff

Francis A. Baker, formerly with Guenther-Bradford & Company, Chicago advertising agency, and later with the advertising agency, and later with the Chas. H. Fuller Company, of that city, has joined Evers & Watrous, Chicago

advertising agency.

D. C. Smith, who has been engaged in agency work at Milwaukee, also has joined the staff of Evers & Watrous.

American Grocery Specialty Manufacturers to Meet

The annual convention of the American Grocery Specialty Manufacturers' Association will be held at the Hotel Mayflower, Washington, D. C., on October 27, 28, 29 and 30. The first day of the meeting will be an executive session for members only, while the other sessions will be open meetings.

H. T. Bussmann Heads St. Louis Sales Managers

At a recent meeting of the Sales Managers Bureau of the St. Louis Chamber of Commerce the following officers were elected: Chairman, Harry T. Bussmann; first vice-chairman, Joseph B. Kleinhauser; second vice-chairman, James A. Lytle and treasurer, H. man, James A. A. Borgmann.

Ho-Ro-Co Account for Fred M. Randall

The Ho-Ro-Co Manufacturing Company, St. Louis, Mo., manufacturer of toilet articles, has placed its advertising account with The Fred M. Randall Company, Detroit advertising agency. Plans are now being made for a fall campaign.

An Up-to-Date List of House Magazines

The First of Five Instalments

HOUSE magazines may be di-vided into two general classifications: Those which are dis-tributed outside the organization exclusively and those which are published solely for the inside staff. The only house publication which straddles these two classifications is the publication which is issued primarily for the manufacturer's sales organization. When sales organization includes branches, special agents, and so on, it is difficult to determine in which classification the periodical There are only a few of these magazines, however, and they have been included in this All other so-called compilation. internal house-organs, however, variously known also as employee and plant magazines, have been excluded.

This compilation, then, is a list of general house magazines—publications issued by manufacturers, public utilities, banks, insurance companies, printers and others for circulation among distributors or other trade intermediaries and final consumers. Similar compilations have been published in PRINTERS' INK on different occasions. The last appeared during 1921.

It is interesting to know that the 1921 list contained approximately 850 names. Also interesting is the fact that in making the present compilation, these 850 names were written to and fully 25 per cent informed us that their publications were no longer being

issued.

What conclusion are we to gather from this state of affairs? Certainly, a 25 per cent mortality rate in a period of four years is something that merits consideration.

We do not profess to have in our possession accurate information concerning this admittedly high death rate. We cannot say that it is due to this or that reason. Nor can anyone else make a more specific post mortem. About the best that can be done is to assert, very dogmatically, that this figure is not to be construed as a condemnation of the house magazine idea. There are too many remarkable house magazine successes to permit such a conclusion.

The house magazine, as an advertising idea, is inherently sound. The fault lies, not in the idea, but

in its execution.

Perhaps it is safe to say that there are three fundamental reasons accountable for the demise of so many house publications. These are: (1) There never was any actual need for the publication. (2) It was not edited properly. (3) Circulation methods were so wasteful that costs became

inordinately high.

As for reason number one it is not necessary to say much more, by way of elaboration, than that the house magazine must have a logical excuse for existing. There is plenty of reading matter these days. Also, there are plenty of other matters making demands everybody's upon time. Consequently, if the publication merely duplicates what is already being done by others-and perhaps being done in better style-its fate is certain.

THE MOST IMPORTANT REASON

Beyond doubt, reason number two is the crucial one. We are going to make the sweeping assertion that the majority of house magazines are not well edited—and by editing we include the mechanical arrangement of the publication as well as the choice of editorial material. The most important lesson to be learned, in this connection, is that the publication must be of help and interest to its readers. We are not pre-

pared to explain in five lessons how this may be done. However, it may not be amiss to point out that PRINTERS' INK PRINTERS' INK MONTHLY have published a number of authoritative articles on the preparation of A reading of house magazines. these articles, and an application of the principles they expound, would be of aid in reducing the

mortality rate.

Reason number three covers a factor of house magazine work which has never received the attention it deserves. For example, Research Department PRINTERS' INK is on the mailing list of several hundred house pub-Most of these have been received for at least two years and many for five years or Yet, out of the entire total of several hundred, and over the whole period of at least five years, not more than two dozen have made any effort to learn whether we are still desirous of receiving the publications.

In other words, the policy appears to be: once a name is on the list it remains there and fire, earthquake or other untoward event cannot remove it. means waste circulation; waste circulation means excessive costs and excessive costs usually lead to an early demise. Circulation lists for house magazines should not only be compiled more carefully but they should be going through a continual process of weeding

out.

Appended is the first of five instalments of PRINTERS' INK's upto-date list of general house maga-There will be published altogether a total of from 900 to 1,000 names. Succeeding instalments will appear each week. We should be glad to secure additional names and these will be published in the final instalment.

With this compilation we are including, for the first time, a classification system which indicates the type of people who receive most of the publications: that is, whether they are jobbers, dealers, users, etc. Code letters are used in conjunction with each

the circulation publication which we are able to classify. The meaning of these code letters is below.—[Ed]

"A."—Agents,
"C."—Customers,
"D."—Dealers,
"J."—Jobbers,
"P."—Prospects,
"S. O."—Sales Organization,
"U. C."—Ultimate Consumers.

Acorn Press, Omaha, Nebr.: "Acorn." Addressograph Co., Chicago: "Users' News." U. C.

News." U. C.
Aeolian Company, New York: "Aeolian." D.
Aetna Life Insurance Co., Hartford,
Conn.: "Aetna-izer." A.
Ahrens-Fox Fire Engine Co., Cincinnati,
O.: "Ahrens-Fox." Municipalities &
Fire Depts.
Airline Business Service Tox.

Grie Depts.

Airline Business Service, Inc., Utica, N. Y.: "Air-O-Grams."

Alabastine Co., Grand Rapids. Mich.: "Brush and Pail." D. and Painters.

Alexander Film Co., Denver, Colo.: "Alexander Co-perator." C. "Alexander Co-perator." S. O. "Alexco Business Builder." C.

Allith-Prouty Company, Danville, Ill.: "Allith-Bulletin." J.-D.

Alpha Portland Cement Co., Easton, Pa.: "Alpha Aids." D.-U. C.

Alpine Press, Boston: "Impressions."

Aluminum Cocking Utensil Co., New Kensington, Pa.: "Wear-Ever Bulletin." Specialty Salesmen.

American Bankers Insurance Co., Jacksonville, Ill.: "Flash." Policyholders and Agents.

sonvine, In.: Frash. Folicyholders and Agents. American Banking Machine Co., Saginaw, Mich.: "Teller Tales." C. American Cast Iron Pipe Co., Birmingham, Ala.: "Pipe Progress." C.-P. American Chain Co., New York: "Bumps and Skids." J. American Crayon Co., Sandusky, O.: "Everyday Art." Art teachers, directors and supervisors. American Gas Machine Co., Inc., Albert Lea, Minn.: "American Line." D. American Hoist and Derrick Co., St. Paul, Minn.: "Crosby Clipper," "American Bulletin," "American Ditcher Scoopings." "American Liability Co., Cincinnati, O.: "American Laundry Machinery Co., Cin. and Agents.

"American." Policyholders.
American Laundry Machinery Co., Cincinnati, O.: "American Outlook."
Laundryowners and Dry Cleaners.
American Mfrs. Foreign Credit Writers,
Inc., New York: "Safer Exporting."
American Multigraph Co., Cleveland:
"Layman Printer." U. C.
American Mutual Liability Insurance
Co., Boston: "American Mutual
Magazine."

Magazine."

Magazine.

American News Co., Inc., New York:
"American News Trade Journal." D.

American Optical Company, Southbridge,
Mass.: "Wellsworth Merchandiser." Opticians.

American Press Association, New York: "American Press."

With SYSTEM on the List you have Business pretty well covered with a single Publication*

A circulation of 225,000 which starts at the top and works down through Business to virtually every point where purchases are influenced

SYSTEM
The MAGAZINE of BUSINESS

* And with FACTORY you practically cover the field of production

American Printing Ink Co., Chicago, Ill.: "Blot." U. C.
American Radiator Co. New York:
"Ideal American Merchant." D.J.
American Rolling Mill Co., Middletown,
O.: "Pure Iron Era."

O.: Fure Iron Era.
Anchor Press Inc., Detroit, Mich.:
"Anchor."
Anderson Co., Gary, Ind.: "Hammer
and Tongs."
J.-D.
Andrea, Inc., New York: "FadaSales." D. D.

Sales." D. "Fada-Sales." "Fada-Sales." D.
Angier Chemical Co., Boston: "Angier Idea." Physicians.

Idea." Physicians.
Ansco Photoproducts Inc., Binghamton,
N. Y.: "Ansco Dealer." D.
Arctic Dairy Products Co., Detroit,
Mich.: "Arctic Circle." D.
Armour & Co., Chicago: "Armour
Oval." D.
Armstrong Cork Company, (Linoleum
Division), Lancaster, Pa.: "Linoleum
Lovic." D.

Oval."

Armstrong Cork Company, (Linoleum Division), Lancaster, Pa.: "Linoleum Logic." D.

"Armstrong Jobber." J.

Art Metal Construction Co., Jamestown, New York: "Office Economist." C.

"Art Metal Service." S. O.

Associated Metal Lath Mirs., Inc., Chicago: "Metal Lath News." Architects, Engineers & Builders.

Associated Optical Co., Los Angeles, Calif.: "The Visioner." Optometrists. Atlantic Terra Cotta Co., New York: "Atlantic Terra Cotta Co., New York: "Atlantic Terra Cotta." Architects.

Atlas Letter Service, Chicago: "Mail Sales." C.-P.

Atlas Portland Cement Co., New York: "Contractors Atlas." U. C.
"Atlas Almanac." D.

Autocar Co., Ardmore, Pa.: "Autocar Messenger." C.-P.

Automatic Electric Co., Chicago: "Auto-

Messenger." C.-P.
Automatic Electric Co., Chicago: "Automatic Telephone."
Automotive Equipment Association, Chicago: "Automotive Equipment Mer-

chandiser."

Ayers & Co., L. S., Indianapolis, Ind.:
"Side Lights." C.
Bache & Co., J. S., New York: "Bache
Review."

Review."
Bachmeyer-Lutmer Press Co., Cincinnati,
O.: "Ad-Vantage."
Badger Tool Co., Beloit, Wis.: "Badger Grinder." Metal Working Industry. Baers' of Canton, Canton, O.: "More Facts From Baers," "Baer Facts."

Facts From Baers, "Baer Facts. C.-P.
C.-P.
Baker Printing Company, Newark, N.
J.: "Office Topics."
Baldwin Piano Co., Cincinnati, O.:
"Baldwin Factor. D.
Baltimore Maryland Engraving Co.,
Baltimore, Md.: "Pictures."
Barnes-Ross Co., Indianapolis, Ind.:
"Progressive Mortician." Funeral Directors

Directors.

Bassick Mfg. Co., Chicago: "Alemite High Pressure." D.

Batten Co., Inc., George, New York: "Batten's Wedge."

Black Black, Chicago: "Bauer & Black Druggist." D.

Bausch & Lomb Optical Co., Rochester, N. Y.; "Bausch & Lomb Magazine."

D. J.

Bausch & Louis N. Y.; "Bausch & Louis N. Y.; "Bausch & Louis N. Y.; "Bausch & Louis N. Y.; "Bearls Morrison, Oklahoma City, Okla.: "The Tab." C.P.
Beardslee Chandelier Mig. Co., Chicago; "Beardslee Talks." D.
"Beardslee Talks." D.
"Creamy Co., Chicago: "Beatrice

Service Bulletin." Cream Shippers. Beckwith Company, Dowagiac, "Snarks from the Round "Sparks from Cupola." D.

Cupota. D. Beers Press, Trenton, N. J.: "Business." Benjamin Electric Mfg. Co., Chicago: "Benjamin Reflector." J. Berkey & Gay Furniture Co., Grand Rapids, Mich.: "Shop Mark." D.-Clarks.

Bertha-Consumers Co., Pittsburgh, Pa. "Bertha-Consumers Coal Bulletin." U. C Biddle Paret "Vision." Press, Philadelphia:

"Vision."
Bierman, Strouse & Bohnert, Chicago:
"Impetus." C.-P.
Bigelow-Hartford Carpet Co., Hartford,
N. Y.: "The Bigelow Magazine." D.
Hotel Men.
Billings-Chapin
"Bilchaco." D.-U. C.
Philadelphia:

Bingham Company,
"Bing." C.-P. Philadelphia:

Bird-Sykes Company, Chicago: "Better Service." C. Service." C. Blakely Printing Co., Chicago: "Four-

Eighteen. Press, Inc., New York: Blanchard

Blanchard "Otar."

Blanke Tea & Coffee Co., C. A., St. Louis: "Spicy Monthly." D. Bodine Electric Co., Chicago: "Motorgram." U. C. Bond Co., F. W., Chicago: "Bond "Frecultives."

Bodine Liettric Co., Chicago: Motorgram." U. C.
Bond Co., F. W., Chicago: "Bond
Issue." Executives.
Bonnet-Brown Corp., Chicago: "Scarab."
Newspaper Publishers.
Borden Sales Co., Inc., New York:
"Borden Bulletin." S. O.-J.-Brokers.
Boss Washing Machine Co., Cincinnati,
O.: "Boss Washer Line." D.
Boston & Old Colony Insurance Companies, Boston: "Accelerator." A.
Bradley Knitting Co., Delayan, Wis.:
"Bradley Hammer." S. O.
Bradley Kooville, Inc., New Haven,
Conn.: "Fifth Wheel." C.-P.
Brambach Piano Co., New York: "Treasure Chest." D.
Brandes Inc., C., New York: "Brandes

ure Chest." D.
Brandes, Inc., C., New York: "Brandes
Broadcast." D.

Branucs, S. D.
Broadcast." D.
Breyer Ice Cream Co., Philadelphia:
"Breyers Leaf." D.
Brill Co., J. G., Philadelphia." 'Brill
Magazine'' Railway Officials.
Briscoe Company, Daniel, Knoxville,
Tenn.: "The Briscoe News." C. P.
British Whig Publishing Co., Ltd., Kingeton. Ont., Canada: "More Pep."

C.-P Broderick & Bascom Rope Co., St. Louis: "Yellow Strand." U. C. Brooklyn Eagle, Commercial Printing Dept., Brooklyn, N. Y.: "Eagle Ink-ums."

Dept., Brooklyn, N. Y.: "Eagle Inkums." C.-P.
Brooks Inc., Thos. B., New York: "Impressions." C.-P.
Brown Paper Co., L. L., Adams, Mass.: "Brown's Paper." C.-P.
Brownstein-Louis Co., Los Calif.: "Furnishing Facts." D.
Brunswick Balke-Collender Co., Chicago: "Brunswick Salesman." D.-Clerks.
Buescher Band Instrument Co., Elkhart, Ind.: "True-Tone Musical Journal." Musicians.

Musicians. Buffum & Co., John, Boston: "Monthly Memo Book." D. Buick Motor Company, Flint, Mich.: "Buick Bulletin." C.-P.

(Continued on page 88)

The Farmer is Out of Hock!

For the first time in six years, the farmer has money to spend for something besides debts

> Fertilizer sales are running 10% ahead of last year. Tractor sales set a new mark for the industry. Manufacturers of farm machinery report the best business in six years.

> Most significant of all, the sale of farm lands increased 42% in 1924 over 1923, and the farm land division of the National Association of Real Estate Boards forecasts a further increase of from 40% to 50% during 1925.

A large part of last year's surplus from some seventeen billion dollars' worth of farm products went to pay old debts. Today the banks report the farmer out of pawn.

Every indication points to a farm income for 1925 equal to, or greater than, that of 1924—for the outlook is good, and farm prices are up more than 10% over last year.

This year the farmer is going to have his money to spend as he pleases.

Every business man will find interest and profit in reading the Editorial on Business Conditions in

> The COUNTRY GENTLEMAN

> > July 4th.

Nine Key Markets Of Texas



Ninety per cent of all Texas lives in the eastern half of its square mile area—the territory served by the Nine Key Cities.

The estimated wholesale business of the Nine Key Cities for 1924 was -\$2,312,000,000.

Would you like to sell 3,903 grocers out of 13,338—and do it quickly?

Let's look at Texas as a food market.

Everybody eats down here—all they want. Texas has plenty of money for the purposes of the palate.

The places where the most food is bought is where the most eaters are concentrated—and these points are the Nine Key Cities.

Nearly one fourth of all the food consumers of Texas live within the metropolitan areas of these nine Texas cities. 3,903 out of the state's 13,338 grocers are concentrated in these nine points.

It is just plain sales sense to start any food product off in Texas by giving to the sales record the encouragement that will come from the ready volume that follows thorough distribution in these nine points.

A million eaters require enough provisions to brighten any quota sheet and there are practically a million eaters in these nine Texas points.

You will not want to stop with selling these nine metropolitan markets—but you should start with selling them.

It is the economical way to put a food product on the Texas market.

These points harbor the principal jobbing interests of the state. Each is the vent to its own trade territory.

Ninety per cent of all Texas lives within the trading radius of these cities and working from each as the hub, your salesmen need only travel half of the state's square mile area to cover the Greater Texas Market.

There are many interesting facts about this territory that you can learn if you will address the newspapers of these various cities. Just a short letter will bring the data. Isn't it worth while to write?

Any newspaper in any key city will gladly provide complete data on its territory. Write today.

Bunting & Son, Bristol, Tenn.: "Bunting's Quill." C.
Burger Engraving Co., Kansas City, Mo.: "Burger Brush." C.-P.
Burroughs Adding Machine Co., Detroit, Mich.: "Burroughs Bulletin." S. O.
Burson Knitter." J.-D.
Burton Shields Co., Indianapolis, Ind.: "Ethical Practitioner." Chiropractors.
Bussmann Mfg. Co., St. Louis: "Buss Short-Circuit" J.-D.
Buzza Cempany, Minneapolis, Minn.: "Greetings." D.
Byllesby Monthly News." Investors.
"Byllesby Monthly News." Investors.
"Byllesby News Bulletin." Investors.
ment Dealers.
Cadillac Motor Co., Chicago: "Crest."

Cadillac Motor Co., Chicago: "Crest."

Cadillac Motor Car Co., Detroit, Mich.: "Cadillac Clearing House." D. Sales-

California Corrugated Culvert Co., West Berkeley, Calif.: "Highway Maga-

Alifornia Oregon Power Company, Medford, Oreg.: "Volt." C.-Stock-California New

California Perfume Co., New York: "CPC Bulletin.," "CPC Outlook." D.-J.

D.-J.
Calumet Baking Powder Co., Chicago:
"Sales-Sense." S. O.
Campbell Soup Company, Camden, N.
J.: "Optimist." J.-D.
Canada Cycle & Motor Co., Weston,
Ont., Canada: "Vim." D.
Canada Printing Ink Co., Ltd., Toronto,
Ont., Canada: "Canadaink." U. C.
Canadian Consolidated Rubber Co., Ltd.,

Canadian Consolidated Rubber Co., Ltd., Montreal, Que, Canada: "Foot-

Canadian Consolidated Rubber Co., Ltd., Montreal, Que, Canada: "Foot-Prints." J.D.
Canadian Oil Co., Ltd., Toronto, Ont., Canada: "Enar-co Oil News." U. C. Cantwell Printing Co., Madison, Wis.:
"Impressions."

Capital Traction Co., Washington, D. C.: "Behind the Plow." Street Car · Riders.

Capper Publications, "Rural Trade." D. Topeka,

"Kural Irade. D. Carborundum Company, Niagara Falls, N. Y.: "Indian Head." D. Carnation Milk Products Co., Oconomowoc. Wis: "Carnation News" D.

Clerks. "Carnation Milk Farm News." Holstein Breeders.

stein Breeders.
Carrier Engineering Corp., Newark,
N. J.: "Weather Vein."
Carter White Lead Company, Chicago:
"Carter Times." D. and Painters.
Cary Salt Company, Hutchinson, Kan.:
"Salt & Pen." D. J.
Case Threshing Machine Co., J. I.,
Racine, Wis.: "Case Eagle."
Caulk Co., L. D., Milford, Del.: "Milford News."
Dentists and Pharmacists. cists.

Cedar Rapids Savings Bank & Trust Co., Cedar Rapids, Iowa.: "Cedar Rapids Savings." C.-P.

Central Indiana Power Co., Indianapolis, Ind.: "Power News." C. Central National Bank Savings & Trust Co., Cleveland, O.: "Central Win-dow."

Central Ohio Paper Co., Columbus, O.: "Copco News." C.-P.
Challenge Machinery Co., Grand Haven,

Mich.: "Printers' Album." C.-P. Chandler Hardware Co., Sylvania, O.: "Chanticleer." C.

"Chart Club News."
Chase Metal Works, Waterbury, Conn.:
"Chase Diamond." C.-P.

"Chase Diamond." C.-P.
Chase & Sanborn, Boston: "Pot and
Kettle." D.
Cheek-Neal Coffee Co., Brooklyn, N. Y.:
"Maxwell House Messenger." J.
Cherry Co., J. G., Cedar Rapids, Iowa:
"Cherry Circle." Creameries, Milk
Plants and Ice Cream Factories.
Chevrolet Motor Company, Detroit,
Mich.: "Chevrolet Sales Speeder."
D.-Salesmen.

D.-Salesmen.

Chicago Flexible Shaft Co., Chicago:
"Pushing Ahead." J.-D.
Chicago Mill & Lumber Co., Chicago:
"Boxes." C.-P.
Chicago Tribune, Chicago: "Co-operator" D

Chicago T

tor." D. City Ice Co., Kansas City, Mo.: "City Ice-Man." C. Clarke & Stuart, Vancouver, B. C., Canada: "Chatterer." C.

Clarke & Stuart, Vancouver, B. C.,
Canada: "Chatterer." C.
Clay & Co., John, Chicago: "Live Stock
Markets. Farmers and Feeders.
Clement Co., J. W., Buffalo, N. Y.:
"Clement Comments." C.-P.
Cleveland Crane & Engineering Co.,
Wickliffe, O.: "Craneing." C.-P.
Cleveland Provision Co., Cleveland, O.:
"Wiltshire Way." D.
Cleveland Trust Monthly."
Clinical Laboratories Co., Cleveland:

inical Laboratories Co., Cleveland: "Little Partner." D.

"Little Fartner." D.
Coca Cola Co., Atlanta, Ga.: "Red
Barrel." D.J.
Coffield Washer Co., Dayton, O.: "Coffield News." D. and Salesmen.
Coleman Lamp Company, Wichita, Kan.:
"Coleman Line." D. Newsek, N. L.

Collyer Printing Co., Newark, N. J.:
"Hell Box." C.-P.
Columbian Rope Company, Auburn,
N. Y.: "Columbian Crew." D.-J.
U. C.

Common Brick Manufacturers' Association of America, Cleveland, O.:
"Building Economy."
Computing-Tabulating-Recording Co.,

New York: "Business Machines." Conlon Corp., Chicago: "Conlon Medallion." D.

Consolidated Gas Co., New York: "Gas Logic." U. C. Consolidated Gas, Electric Light & Power Co., Baltimore, Md.; "Balti-more Gas & Electric News." Stockholders.

Continental & Commercial Nat'l Bank, Chicago: "Service Station News." Housewiyes.

Housewiyes.

Copper & Brass Research Assn., New York: "Copper & Brass Bulletin."
Architects, Sheet Metal, Plumbing, and Building Contractors."

Corlies, Macy & Co., Inc., New York: "Common Sense." C.-P.

Corn Exchange National Bank, Philadelphia: "Corn Exchange."

Corona Typewriter Co., Inc., Groton, N. Y.: "Corona Bulletin." D.

Crane Co., Chicago: "Valve World."

Crane & Breed Mig. Co., Cincinnati, O.: "Quality Talks." Undertakers.

Creamery Package Mig. Co., Chicago: "C. P. Bulletin." Dairy Products Industry.

Chemical Crocker-McElwain Company,

Crocker-McElwain Company, Chemical Paper Manufacturing Co., Holyoke, Mass.: "Paper Book." C.-P.
Croft & Wright, Toronto, Ont., Canada: "Wrighteroft Review." C.-P.
Crombie Press, Worcester, Mass.: "Crombie Bee." C.-P.
C. T. Electric Commercial Truck Co., Philadelphia: "Electruk." C.-P.
Com. P. Curran Printing Co., St. Louis: "Our Monthly Message."
Curtis Companies, Inc., Clinton, Iowa: "Curtis Eighting Inc., Clinton, Iowa: "Curtis Service." D.
Curtis Lighting Inc., Chicago: "Eye Comfort." D.-U. C.
Cycle Trades of America, New York: "Bicycle News." D.
Daiger & Co., J. M., Baltimore, Md.: "Current Finance."
Curtis Coast Bank, Valley Ford. Calif.: "Safety and Service." Dairy Farmers.

Daken Advertising Agency, Seattle, Wash.: "Advertect." C.-P. Dando Co., Philadelphia: "Knowledge."

Darling Brothers, Ltd., Montreal, Canada: "Darling Digest." Arch treal, Que., Architects. Engineers, Contractors, Distributors, etc.

Distributors, etc.
Davis Hat Co., S. G., Dallas, Texas:
"Lid." D.
Davis & Warde, Pittsburgh, Pa.:
"Warde's Words." C.-P.
Dayton Rubber Mfg. Co., Dayton, O.:
"Dayton Tires." D.
Dearborn Printing Co. Seattle, Wash.:
"Ink Ball." C.-P.
"Ink Ball." C.-P.
"New York:

"De Laval Monthly." S. O.-A.
"De Laval Dairyman." Dairymen.

"De Laval Darryman." Darrymen.
De Luxe Reproducing Roll Corp., New
York: "Welte-Mignon Reproducing
Records." D.-U. C.
Dennison Manufacturing Co. Framingham, Mass.: "Inside of the Case."

lewelers.
"What Next." Stationers and other Retailers

Denver Alfalfa Milling & Products Co. Lamar, Colo.: "Mealology." Mixed Lamar, Colo.: "Me Feed Manufacturers. Mixed

e Pree Co., Holland, Mich.: "San-Talks." D.-Clerks. Detroit Furniture Shops, Detroit, Mich.:

"Home. C.

"Home." C. Devoe & Raynolds Co., Inc., New York:
"Devoe & Raynolds Co., Inc., New York:
"Devoe News." D. and Salesmen.
Dewes Printing & Stationery Co., A. B.,
St. Louis, Mo.: "Points." C.-P.
Dickey Clay Mfg. Co., Kansas City,
Mo.: "Dickey Clay Pipe Organs."
D. and Contractors.

Mo.: Dickey Clay Pipe Organs.
D. and Contractors.
Diebold Safe & Lock Co., Canton, O.: "Diebold News."
Dilg Mfg. & Trading Co., New York:
"Dilg Advisor." Clubs, Hotels and

Restaurants.

Nestaurants.

Dime Savings Bank, Detroit, Mich.:
"Getting On," "Outline of Business."

Disston & Sons, Inc., Henry, Philadelphia: "Disston Crucible." Lumbermen and Woodworkers.

> J. A. Denholm Leaves Wickwire-Spencer

John A. Denholm has resigned as general sales manager of the Wick-wire-Spencer Steel Corporation, New

Growth of G. R. Kinney Company

The G. R. Kinney Company, Inc., New York, now operates a chain of 222 shoe stores, located in eighty-four cities and thirty-one States. The company's

shoe stores, located in eighty-four cities and thirty-one States. The company's first store was opened thirty-one years ago at Waverly, N. Y., by the late G. R. Kinney. During the first three months of 1925, fifteen new stores were opened and a similar number were in the course of opening.

In 1909, with twenty-six stores in operation, store sales amounted to \$1,069,435; in 1922, with 120 stores, \$12,329,985; in 1923, with 125 stores, \$14,107,306, and in 1924, with 207 stores, \$16,315,372. Net profits, after taxes, for the year 1922, were \$910,983; for 1923, \$924,474, and for 1924, \$1,775,547.

The company carries good-will on its balance sheet at \$2,480,050.

T. S. Dayton with "American Exporter"

Thaddeus S. Dayton, formerly with Edwin Bird Wilson, Inc., New York advertising agency, has been made associate editor of the American Exporter, New York. He was recently with the Baltimore American, as with the Baltimore American, as financial editor, and at one time was publicity manager of the Guaranty publicity manager of the Trust Company, New York.

Hudson Motor Reports Gain in Net Income

The Hudson Motor Car Company ine Hudson Motor Car Company, Detroit, Mich., reports a net income of \$5,968,783 for the quarter ended May 31, after depreciation, taxes and other charges. This compares with \$3,826,832 in the preceding quarter, and \$2,699,610 in the same quarter of 1924.

Cosmetic Account for Wm. H. Rankin

Scales & Lisner, Inc., New York, distributor of Rimmel, Paris, perfumes, scaps and cosmetics, has placed its advertising account with the Wm. H. Rankin Company, New York advertising

E. C. Tieman Joins Campbell-Ewald

Edward C. Tieman has joined the Campbell-Ewald Company, Detroit ad-vertising agency, assuming charge of the retail advertising department. He was formerly with the Franklin Offset Com-pany and Louis G. Palmer & Company

Appointed by "The Timberman"

The Timberman, Portland, Oreg., has appointed Doty & Payne, publishers' representatives, San Francisco and Los Angeles, as its advertising representa-



"Can we profitably use a salesmen's prize contest in our business? What can we best accomplish with such a contest? How can we avoid the pitfalls sometimes encountered?" Perhaps you have been discussing these questions.

In our memorandum, "SALESMEN'S PRIZE CONTESTS, Plans, Cautions, Suggestions," you will find answers to many of your questions.

To executives of companies which are present or potential advertisers, we will gladly send this memorandum without charge or obligation. Your letterhead or this coupon will bring it to you.

The BLACKMAN Company

MAGAZINE

NEWSPAPER

OUTDOOR

STREET CAN

120 West 42ND Street, New York

Advertisers with whom we work:

The Packer Mfg. Co., Inc. Packer's Tar Soap Packer's Liquid Shampoo Packer's Charm

Sherwin-Williams Co.

**Sherwin-Williams Paints,
Varnishes, Stains, Enamels,
Insecticides

Seaboard National Bank

Alfred H. Smith Co.

Djør-Kiss Porfumo, Talc,
Fåtes Powder, Compacts
and Tolletries

Towle Manufacturing Compa

Waitt & Bond, Inc.

North American Dye Corp.

Walter M. Lowney Co.
Lowney's Chacolates

Vacuum Oil Company
Gargople Mobiloil
Gargople Lubricating Oth
for Plant Macbinery
Gargople Marine Oili

The Na

Crises Ivory Ivory Chips P & Na

The Wilson

VS

CAIL

Corp.

s Prize Contests

CAUTIONS SUGGESTIONS

THE chapter heads include:

Introduction (a general discussion of the whole subject, with opinions from leading concerns).

What Contests Have Accomplished.

Disadvantages of Contests.

Facts to Consider in Planning.

What Name?

How Long?

What Prizes?

Ouotas.

Keeping up the Salesman's Interest.

Putting it over with Jobbers and Dealers.

Some Examples.

HIS advertisement is one of a series dealing with important sales and advertising subjects.

The National City Co. Investment Securities

Procter & Gamble Crisco

Ivery Suap Ivery Soap Flakes

Chipse P & G - The White Nachtha Seap

Lehigh Portland Cement Co. The Wilson Fastener Co.

Wilsnaps Wilmap Lingerie Clasps 120 West 42nd St.eet, New York City

THE BLACKMAN COMPANY

Please send me your memorandum

Salesmen's Prize Contests

SALESMEN'S

Prize Contasts

SUGGRATI

Product Made....

\$2,500,000 For Five Miles of Track

ON June 1, Judge Gary and other officials of the United States Steel Corporation rode in a caboose on the first train to operate on the new elevated railroad of the Tennessee Coal, Iron and Railroad Co.

This "high-line" extends across Jones Valley from the furnaces at Ensley to the ore mines on Red Mountain, a distance of five miles. It was started over two years ago and cost \$2,500,000.

The new "high-line" spans railroad tracks, street car tracks, highways and creeks. The "fill" was made from waste materials from the furnaces, trestles contain bridge steel made in the Ensley plants and the steel rails were rolled at Ensley. It is now possible to haul forty car loads of ore from the mines to the furnaces in fifteen minutes where it formerly took two hours.

This is but another evidence of the faith that the United States Steel Corporation has in the future of Birmingham—the industrial center of the South. Naturally, it is a good market, prosperous, and you can cover it with one newspaper—The News.

Net Paid Circulation

Greater than 77,000 Daily and 87,000 Sunday

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

KELLY-SMITH CO. New York NATIONAL REPRESENTATIVES
J. C. HARRIS, Jr.
Atlanta

KELLY-SMITH CO. Chicago

The College Graduate as a Life Insurance Salesman

His Record of Success in This Direction Has Not Been Particularly Bright

Editor of PRINTERS' INK:

I have been a subscriber to PRINT-ERS' INK for many years and have thoroughly enjoyed the privilege and now take the liberty of making an in-quiry in which I trust you will assist

One of my great problems right now is to induce men to enter the business of life insurance. I have tried various ways like advertising and answering want advertisements in newspapers. To want advertisements in newspapers. To date, I have struck no plan which seems really successful. Do you think that college men who have just now graduated make good as life insurance salesmen or could be induced to enter the field? In this company, as in many other companies, the job of recruiting new salesmen is put up to the district manager, and I am having a hard job doing my part of it. Any help you can give me on the experience of other life insurance companies with college men and similar information will be greatly appreciated.

Very truly yours,

OUR inquirer's question about college men in the insurance business enables us to rectify somewhat of an injustice done to Mr. Denniston, Superintendent of Instruction, for The Travelers Insurance Company, of Hartford, Conn. In a series of articles on college men in business, recently published in PRINTERS' INK, a short paragraph from Mr. Denniston's opinion was quoted as indicating that college men usually have an exaggerated notion of their value to business when they first graduate. While Mr. Denniston said this, he gives information in other parts of his letter which , may be of value to our correspondent and to others in a similar position. Mr. Denniston wrote:

"The training system of The Travelers has been in operation since 1903 so that a very large percentage of the new recruits to our sales and service organizations come to us through leads from men already in our service, that is, with the exception of one or two years we have not made any definite effort to round up college men during the last ten or twelve years.

"Our experience in selecting salesmen has brought us to a definite decision respecting recent college graduates-namely, that with very rare exceptions we will not employ such men for sales work. However, the diversification of activities of a multiple line insurance company are such as to enable us to take on, each year, a reasonable number of recent college graduates who are given an opportunity to mature and prove their worth in the various service divisions such as branch office accounting, claim investigation, group service, and inspection work preparatory to safety engineering. As the company has eighty-seven branch offices under the direct control of the company located in the leading cities of the country, and as many more general and district agencies, and more than 100 claimpaying stations, you may readily surmise that each one of these offices attracts a reasonable number of young men from their respective localities.

"We make no special drive to secure college graduates but quite naturally, a very high percentage of the men are directed to our organization largely because of the diversification of opportunity and the recognized thoroughness of its More than 90 per cent system. of our sales managers in our branches, chief adjusters, supervising inspectors and field service supervisors have worked their way to their present positions and a very large percentage of them never worked for anybody else but The Travelers. Quite naturally, they are on the lookout for men of their own calibre who are willing to do the same thing.

"To answer how well college men have turned out would be a long story and I could not express the consensus of opinion in our home office and branch offices without repeating the general opinion wherever I find this subject discussed — namely, that college graduates, generally speaking, are just human beings who hold, for a year or two, an exaggerated opinion of their value to business. But this company, like most others, is quite willing to take on a number of young men each year knowing that the turnover is likely to be high but that we owe it to these young men and our self-preservation to give them every opportunity to find their proper field of activity and when once determined, to advance them to positions of responsibility as rapidly as they are able to prove their value to the organization.

APTITUDE TESTS

"Some day, an aptitude test may be developed by our psychologists that will be practical and workable but until that time we will have to be content with the natural law of selection and await the development of those intangible psychic qualities which even the most enthusiastic psychologists admit cannot be measured. They think intelligence can be measured but the extent to which any individual may use this intelligence is an unknown quantity. So far, The Travelers has been content, and I might say, highly pleased with the results obtained from the old method of building its organization from within and attracting new material through the best medium of all-contented employees.

"I have the feeling that the present attempts to classify intelligence is a major cause for the unrest (unwillingness to stick-too often I fear) which forms an excuse for frequent changes. There are a few old-fashioned adages that need to be studied and constantly applied; one is especially apt in this discussion-'Success is not so much in doing what we like to do, but in liking what we have to do.' It is rare that we find a young person 'called' to do a specific line of work. To paraphrase -many are called but few are up and doing, ready for any fate; learning to labor, learning to wait."

William S. Ashbrook, agency

secretary of the Provident Mutual Life Insurance Company, Philadelphia, tells us that the primary responsibility for recruiting the agency force is placed upon the general agent. In this company, the proportion of college graduates among general agents and special agents is steadily increasing and they are encouraged to keep a watchful eye on other college men who are just graduating.

He says:
"No college examination for a
degree reveals whether a student
has the strict sense of ascertaining
with some degree of accuracy
what is in another man's mind so
that he can adjust his own method

of selling to it.

"College students of the same age in years are of varying degrees of maturity. If a man at graduation has shown that he has the amount of experience and business savoir-faire usually to be found only after the average man has been some time out of college, then this exceptional graduate may begin to sell with success sooner than the average man. Collegiate training enhances natural ability, although where natural ability is lacking it cannot supply the lack."

John A. Stevenson, vice-president of the Equitable Life Assurance Company, says that his company makes no direct effort to get the seniors of universities to enter the life insurance business. In his company, as in the others, the problem of getting new men in the organization is the manager's job.

He says:

"We have made a reasonably careful analysis of the record of men just graduating from college who have gone into the life insurance business and we have found that the percentage of success is not very great. We feel that this is due largely to the fact that they have not had any business experience. There seems to be a definite relationship between success in selling life insurance and some little experience in business."—

[Ed. PRINTERS' INK.

The Kimball-Mogensen Company, publishers' representative, has been appointed national advertising representative of the Tucson, Ariz., Citizen.



This is one of the 3 or 4 most important outlets in America

Naturally profits come biggest in sections where sales are large and selling costs comparatively small. This compact area of 3,000,000 people is divided into 11 merchandising zones, with 19 jobbing centers.

Northern Ohio people are prosperous and strikingly responsive to advertising. The Plain Dealer is the only newspaper that reaches or even taps the buying power of this whole great market.

That's why you can do an adequate advertising job throughout this entire market in one newspaper at one advertising cost.

ONE Medium ALONE - One Cost Will sell it

J. B. WOODWARD 110 E. 42nd St. New York WOODWARD & KELLY 350 N. Mich. Ave., Chicago Fine Arts Bidg., Detroit R. J. BIDWELL CO. Times Building Los Angeles R. J. BIDWELL CO. 742 Market Street San Francisco, Cal.



Ask our Bureau of Market Analysis for definite data on your farm market opportunities—prepared especially for you—not mere canned statistics. This department is maintained for the service of advertisers, and is glad to answer specific questions.

Fifty-five per cent of our subscribers send their own subscriptions themselves, 28 per cent subscribe through clubs raised by readers, averaging 3 to the club. Only 17 per cent are obtained from all other sources combined. Our circulation matches the importance of general farming. It is heavily concentrated in the "Heart States," which lead in nearly everything.

THE MEREDITH PUBLICATIONS

SUCCESSFUL FARMING - THE DAIRY FARMER BETTER HOMES AND GARDENS

E. T. MEREDITH, Publisher, Des Moines, Iowa

SUCCESSFUL

Chicago Office: J. C. BILLINGSLEA 123 W. Madison St. New York Office: A. H. BILLINGSLEA 270 Madison Ave. St. Louis Office: A. D. McKINNEY Syndicate Trust Bldg. Kansas Childe: O. G. BUS Land Belledg.

and they don't walk out on you"

Life's darkest moment for a public speaker is when the audience starts to walk out on him.

Successful Farming subscribers are permanent—changes in address average less than 4% per year, while a million and a half farmers throughout the country change address annually.

You can tell your story consistently and effectively—really interest our readers—and they don't walk out on you.

Every subscriber knows that Successful Farming guarantees all advertisements in its pages—another reason for the exceptional responsiveness reported by advertisers in all lines.

Naturally, Successful Farming is the backbone of most successful campaigns to the farm field.

"There's a Difference in Farm Papers"

L FARMING

Minneapolis Office: R. R. RING Palace Bldg.

G. Diff

d Buillidg.

Western Office: C. W. WRIGHT Sharon Bldg., San Francisco F. O. BOHEN
Advertising Director
The Meredith Publications

"The best newspaper in the world for thinking Americans"



CHARLES W. ELIOT President Emeritus of Harvard University

Many years of experience with The New York Times and of observation of many other newspapers, both American and foreign, have satisfied me that The New York Times is the best newspaper in the world for thinking Americans to take who want to get promptly all the news of the world free from guesses, comics, scandals, puzzles, gossip and mere speculation.

Sincerely,

Cambridge, Mass. April 24, 1925

Charles A Elios

The New York Times

WITHOUT COMICS

WITHOUT PUZZLES

AVERAGE CIRCULATION
DAILY AND SUNDAY, 387,934
[As reported to the Post Office Department for the six months
ended March 31, 1925.]

Strictly a Newspaper—For Intelligent and Thoughtful People.

Unequaled in Completeness and Quality of News.

Its Advertising Columns Are Informative,

Clean, Trustworthy.
Read The Times—It's a Liberal Education.
The New York Times Accepts No Returns.
Newsdealers Can Supply Only the Regular Demand.
Order in Advance.

"New Model" Chatter Is a False Sales Stimulant

It Befogs the Public, Closes Pocketbooks and Makes Purchasers Dissatisfied, as Radio Industry Now Knows

By Silas Hopper

IN an established industry there is no worse influence as a disrupter and disturber of sales volume than constant chatter about 'new models."

A buying public which is constantly fed on such ideas about some particular article inevitably puts off the purchase of that article in the belief that buying today means purchasing a product which will be obsolete tomorrow.

Its pocketbooks are sealed by such chatter. And on top of this injury is the incalculable harm done to owners of the article. They are made dissatisfied with

their purchases.

Older industries which are able to see that the "new model" idea is a two-edged sword which cuts off future sales and destroys the pleasure that present owners may have in a product, handle the subject with great caution.

The automobile industry had its years with this problem. And it is slowly learning that any value which is attached to a "new model" as an immediate sales stimulus is totally offset and swallowed up by the insidious future sales killing power of the idea. For it cannot be denied that as a selling plan the "new model" idea can only grow on more "new models" and that consequently in the end it destroys the profits of an industry which uses it.

Of all industries on which this false selling idea obtained a real hold, radio is the star example.

A fog of talk concerning revolutionary changes in radio receiving apparatus has been descending upon the consuming public for the last three years. And the public has hesitated and is waiting for daylight. It was constantly promised that the millennium in radio would come tomorrow and as each tomorrow became today without bringing forth any startling developments, it has received only added confusion.

Up until a few weeks ago no one in the radio industry could see the value of trying to lead the consuming public out of the fog in which the industry had put it.

Then the Radio Corporation of America saw a way to do the job through the use of frank advertising copy. So far it has published a series of three display advertisements which were later issued in booklet form on this subject.

In those advertisements both classes of consumers are talked with-the ones who have purchased radio sets and those who have hesitated and decided to await the millennium in radio.

The copy is a frank admission that the millennium in radio has not arrived and a venturing of the opinion that it probably will not arrive while Jackie Coogan is still in short pants. Such admissions make it perfectly possible and logical for this advertiser to use copy to sell a hesitant prospect by telling of the benefits accruing to present owners of radio sets, thereby complimenting such owners on their wisdom. For example: After admitting that the 4,000,000 owners of radio sets will not give a radio set a rating of "100 per cent perfect," the copy says:

But the 4,000,000 owners of radio

sets are reasonable.

They are willing to accept the miracles of the modern receiving set, thanking heaven that they live in a period when even the simplest and most remote homes, as well as those from which high-hats emerge on from which high-hats emerge on Sundays, can enjoy front seats at the opera, an arm-chair at the ring-side, reports from the football or baseball field, the voice of the President occasionally in the sitting room, and a little more of the Bible than reached them before the advent of radio.

A fact especially worthy of

mention is that this copy found it necessary to set forth for the public basic standards on which to judge radio receiving apparatus.

The essentials of a perfect radio set (so far as perfection is possible) are

four:
1. Quality of tone—reproducing the human voice and instrumental music without mechanical impairment.

2. Selectivity—enabling the user to choose broadcasting from any station without interference from another nearby station.

3. Volume—bringing in the program

you select, full and clear.

4. Dependability—achieved by ards maintained day by day, by standunder every condition, and upon every occa-sion—assuring you all these qualities, plus long distance reception, and un-interrupted enjoyment as long as the set is in use.

Here, indeed, is an indication of the confusion in which the public mind had been thrown by model" chatter. Here also is an indication of the fact that un-bounded talk on "new models" eventually makes it necessary for a manufacturer to begin again from scratch in his advertising copy and devote himself to the fundamental aspects of the product of his industry.

Copy such as this is a good sign in the radio industry. It is a forerunner of simplification; of less superlative copy that shouts about revolutionary changes; and an understanding of the hard lesson that use of "new models" as a sales stimulant is a poor substitute for good merchandising and wellused paid advertising space. can't leave this subject without saying that the uncontrolled and uncontrollable so-called "free publicity" which the radio industry welcomed with open arms helped greatly to put the consuming public in its present foggy condition on "new models" and that only controlled and guided paid advertising such as that of the Radio Corporation will show the public the

Shampoo Account for Philadelphia Agency

The Bieg Manufacturing Company, Philadelphia, has appointed the Theodore E. Ash Advertising Agency, of that city, to direct the advertising of Bieg's shampoo cream.

New Organization to Market Fruit Under "Snoboy" Brand

A new fruit marketing organization, known as the Northwest Fruit Distrib-utors, Seattle, Wash., has adopted the brand name "Snoboy" for its fruits and vegetables. This organization will market the product of growers in the principal fruit districts of the Pacific

Northwest, Norton W. Megge, for the last six years advertising manager of The Skookum Packers Association and Wen-Skookum Packers Association and Wenatchee division manager of the Northwestern Fruit Exchange, has been appointed vice-president of the new organization. Other officials of the Northwest Fruit Distributors are: John A. Meade, H. G. Fletcher, H. H. King, T. H. Atkinson and Earl Barnhill, who were formerly associated with the Northwestern Fruit Exchange.

E. B. Stone Joins Curtis Publishing Company

Earl B. Stone has joined the Cleveland office of The Curtis Publishing Company, representing The Ladies' Home Journal in Ohio. For the last three years he has been with the Cleveland office of The H. K. McCann Company and prior to that he was advertising manager of The Cleveland Tractor Company. Company.

A. J. Pence Starts Own Business

Arthur J. Pence has resigned as general sales manager of the Moore Brothers Company, Joliet, Ill., stove manufacturer. He will become head of a new company, to be called the Pence Stove Stores, Incorporated. This company plans to operate a chain of retail stove stores, which will also carry other household equipment. household equipment.

New Account for John G. Krueger Agency

The Standard Materials Company, Bloomfield, N. J., manufacturer of portable houses, garages and bungalows, has placed its advertising account with The John G. Krueger Advertising Agency, Newark, N. J. Newspaper and direct-mail advertising is being used.

F. P. Karger Joins Guy W. Hodges, Inc.

Frank Paul Karger has joined the staff of Guy W. Hodges, Inc., New York, direct-mail advertising, handling copy and production. He was formerly with the Bankers Service Corporation of that city.

Joins Montreal Publisher

W. Howman, for the last four years with the Holliday Publications, Mon-treal, has joined the staff of the Thomas Skinner Company, publisher, also of Montreal.



Direct to Industrial Buyers

How Iron Trade Review Permeates the Industrial Field

Copies Per Cent	:)
Manufacturers of machinery and equipment such as machine tools, small tools, locomotives, cranes, automobiles, tractors, trucks, farm machinery, electrical equipment and specialties	
Manufacturers of stampings, forgings, die castings, hardware and other products made wholly or in part of metal	Consumers of metals. Manufacturers of equipment and parts made wholly or in part of metals.
Construction and fabricating works 693 — 6.86	70.01 Per Cent
Railroads, mines, quarries, public service corporations, etc	
Jobbing foundries exclusively 927 — 9.18	i
Producers of metals	Producers of metals and semifinished goods. 13.43 Per Cent
Jobbers, dealers, warehouses, etc 947 — 9.38	Distributors 9,38 Per Cent
U. S. Government service plants, libraries, schools, colleges	Government and Education 2.15 Per Cent
Miscellaneous or unclassified 508 — 5.03	Miscellaneous 5.03 Per Cent

RONWRADE



A PENTON PUBLICATION



MEMBER

WHICH PAPER?

The Strathmore 4-Group Plan Tells

COVERS BOOKS JAPANS BONDS WRITINGS

THE·EVERYDAY·GROUP

Bay Path Cover Bay Path Book Bay Path Imperial

Ray Path Bond Vandford Bond trathmost Bay Path Vellum

THE · PRESTIGE · GROUP

Alexandra Dockle Edge Narrow Width Old Cloister Cover

Telanian Extra

THE · DISTINGUISHED · GROUP

Old Stratford Parchment Cover Strathmore Deckle Edge Narrow Width Old Stratford Book Strathmore Deckle Edge Narrow Width

American Japan Parchmes Strathmore Japan

Strathmore Script

THE · DECORATIVE · GROUP

Aladdin Cover Araby Cover Rosmockburn Cover rquetry. Cover rathmore Brochur rathmore De Luxi

Strathlaid Booklet Strathmore De Luxe

Aladdin Writings

STRATHMORE EXPRESSIVE PAPERS

ARE PART OF

& THE PICTURE



WHERE TURN for that Something New?

WHAT new possibilities in "everyday" printing? Where go for "prestige" effects? Where turn for "decorative" effects? How express the "distinguished" message?... The new Strathmore 4-Group Plan answers. It answers with paper. It shows which paper can and should be used for each class of printing.... Three complete sets of suggestions at three price-levels, and a fourth set embracing novelty or decorative papers. All in an easy-to-use presentation. Is your printing falling into that abysmal rut, "the same, old thing"? The 4-Group Plan is a "shortcut" way out. Try it. Which size card? Please mail the coupon.



WHICH STRATHMORE EXPRES

The 4-Group Plan tells

PAPER?

St. Paul Pioneer Press St. Paul Retail Grocers' Assn.

FOOD SHOW

ST. PAUL AUDITORIUM
November 10th to 14th Inclusive

Share in this annual event...place your product before the two all-important trade factors—the RETAILER and CONSUMER.

The St. Paul Retail Grocers' Association...endorses and shares actively in the promotion and management of the annual Food Show. Because of the close contact of this organization with the Food Show it is extremely advantageous for exhibitors to establish closer and more cordial relations with local dealers--influencing them favorably toward new products --retaining distribution already

secured and in gaining wider and more profitable markets. Thousands of admission tickets to the Food Show are sold directly by the grocers to their customers.

Last year every available exhibition booth was contracted for, a whole month befor the Show opened its doors. The attendance was so great that on two nights fire marshals were forced to close the doors.

Plan to participate this year and make your plans early

For information on booths now available, rates, etc., address MERCHANDISING SERVICE DEPT.. ST. PAUL DISPATCH-PIONEER PRESS.

Walworth Uses King John to Sell Valves to John King

History and Romance Are Called upon to Interest Laymen in Technical Products

By W. C. Mattox

Of the Walworth Manufacturing Company

MANUFACTURERS of bolts and nuts find it extremely difficult to create, in the mind of the average man, a burning desire to own any particular brand of bolts and nuts. To Mr. Average Man, a bolt is a bolt and a nut is a thing that may be screwed on a bolt. He neither knows nor cares anything about the distinguishing marks which make any individual bolt or nut different

from a million others.

It is the same with pipe fittings Few folks know valves. what brand of pipe fittings is on the steam or hot water pipes in their homes. Nor do they know what make of valves was used by the builder. Moreover, it is a matter of supreme indifference to nine out of ten people. Perhaps the only time one becomes interested in the subject is when a valve on the radiator refuses to perform its proper function. Even then, Mr. Average Man doesn't care what kind of a new valve is installed. To him, a valve is a valve, and that ends it.

Nevertheless, the Walworth Manufacturing Company believes that even such homely things as cast iron tees and ells can be made to take on a halo of interest and attraction. The public needs only to be told of the significance of those commodities in the development of modern civilization to understand and appreciate the real romance connected with the development of a vast industry. This much accomplished, we believe it will follow that the layman, his interest aroused, will think first of the company which tells him the story when he has occasion to buy pipe fittings and valves. On that theory, the Walworth company has built its advertising campaign.

The program is not to be a mere

experiment. The company's executives feel that, to succeed, the effort must be continued over a number of years. They realize that the results will be slow in developing, but are convinced that eventually the advertising will bring returns which will more than

justify the expense.

The campaign is based upon two presumptions: First, that the public is always interested in romance, in the broadest sense of that word: second, that there is genuine ro-mance in the story of the development of the great pipe fitting and valve industry. It is not supposed that the casual buyer will ever be concerned with the difference between a Walworth fitting and that of any competitor, but it is firmly believed that as the readers of advertisements get more and more familiar with the romance of the industry, the name Walworth will be indelibly impressed upon their minds and, in time, that name will become synonymous with quality fittings and valves.

INTRIGUING TITLES

The campaign opened with a page advertisement entitled "Up from Slavery." The sub-title was: "When America Threw Off the Curse of Joshua."

There shall be none of you freed from being bondsmen, and hewers of wood and drawers of water," was the Biblical phrasing of Joshua's curse. It appears at the head of the text in italics. The copy continues:

This was the ancient curse of Joshua upon the false ambassadors of the city

Yet the inhabitants of every nation of the earth slaved under this yoke of drudgery for nearly 2,000 years. Only a few people were rich enough to win freedom from these tasks.

Eighty years ago most householders

either drew water from a well or went to the town pump for it. They still hewed wood for the open-grate fires hewed wood for the open-grate fires and hot-blast stoves in their homes. They still shivered in their offices as kings had shivered for centuries before in the great halls of their palaces.

Even New York City had never had an adequate public supply of water until 1842.

Then the pipes of the new Croton Reservoir brought it plentifully into every home that chose to

every home that chose to take water, and fame of American plumbing be-gan to spread.

This same year a man named Walworth installed the first steam-heated building in America—the old Eastern Exchange Hotel in Boston. The emancipation of the American home dates from that year.

Today you turn a faucet or open a valve and the harnessed forces Today of steam and water shoulder the burdens of the Gibeonites which once enslaved the world. which

The first valves and fittings which made modern plumbing and heating possible were manufac-tured by the Walworth Company. Today Wal-worth makes every item worth makes every nem of installation equipment which must be used wherever steam, water, gas, oil and air are piped and driven to serve civilization.

Walworth's name on the advertisement was quite incidental, but a reader would scarcely be able to in-

terest himself in the old story of Joshua's curse and the modern analogy without the name "Wal-worth" registering upon his mind.

One of the most striking advertisements of the series is entitled "Without these, the city perishes." The drawing shows a space underneath a modern street, with its network of pipes and connections. The text refers in an interesting way to the peril that would confront a twentieth century city if, by some chance, the water, gas and electric pipes beneath the streets should fail.

Another one of the advertisements of the series harks back again to ancient times. "King John couldn't have what John King takes for granted," the title proclaims. The play on words is designed to attract immediate The text goes on to attention. explain that King John's castle (pictured as a medieval structure of many imposing towers) was

Without these the city perishes



VALVES, FITTINGS AND TOOLS for STEAM, WATER, GAS, OIL AND AIR

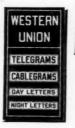
VALVES AND FITTINGS TAKE ON A NEW INTEREST WHEN TREATED IN THIS FASHION

> about as comfortable as a barn in comparison with John King's little house on Main Street.

"Steam heats every room in John King's home," the advertisement continues, "water runs at the turn of a faucet, gas cooks his meals and electricity makes a new day out of the hours when King John had only a smoky rushlight by which to go to bed.

"John King's servants are these elemental forces that were feared, wasted or ignored a century ago. Pipe fittings and valves-made by Walworth-carry them through his house. Walworth valves and fittings equip the gas works as well as the great power plant that supplies him with electricity. Page proofs of the advertise-







A New Sign Language

SALES money invested in BALTO Porcelain Enamel Signs speaks a language all its own, a sign language that pays real interest on the investment.

Brilliant—Vivid—Permanent—there you have BALTO Signs, porcelain fused into heavy sheet steel at 1800°! A month, a year—a score of years from now, and they'll still be turning back the assaults of rain, sun, ice, snow and dirt, retaining all their original lustre and brilliancy. Over the years, they cost less than ordinary signs, and their added effectiveness all the while makes them doubly profitable.

Call our New York or Baltimore office today.

BALTIMORE ENAMEL AND NOVELTY COMPANY

Permanent Advertising Signs

MT. WINANS BALTIMORE, MD. NEW YORK 200 FIFTH AVENUE



ments are being sent out by mail in advance of their appearance by the sales promotion department and the comments received from jobbers and dealers reflect unusual interest in the series. Walworth salesmen report that the proofs are being used quite generally with window displays.

Disapproves Instalment Selling George M. Gray, of Coshocton, Ohio, president of the National Retail Hard-

George M. Gray, of Coshocton, Ohio, president of the National Retail Hardware Association, spoke against instalment methods of paying for small commodities, at the twenty-sixth meeting of the association, which was held recently at Philadelphia. He said, in part, "An outstanding argument of the promoters of the instalment plan is that it will produce a larger volume of sales. Overselling of any merchandise must result in decreased sales at some future period. Indeed, it is lessened."

In rebuttal of the criticism leveled at the paint industry for its adoption of the instalment plan of selling, George B. Heckel, secretary of the American Paint Manufacturers' Association, said: "American pays larger wages, produces more goods, has greater savings deposits than any other country in the world. The hardware dealers will be in a small minority if they stand in the way of the increasing use of financing the wage earner for the improving of his material condition. What the economic effect will be cannot be prophesied, but until the scheme fails the paint industry is for it."

Fayette R. Plumb, of Philadelphia,

Fayette R. Plumb, of Philadelphia, stated that the increased cost of doing business in the last ten years amounted to more than 20 per cent of the selling price at wholesale and 22 per cent at retail.

Who Was the First Advertising Manager?

THE BLACKMAN COMPANY,
NEW YORK, June 25, 1925.
Editor of PRINTER' INK:
Have you any record of who the first man was that was given the title of "Advertising Manager," or what company first created the title "Advertising Manager," and about what year did this take place?
THE BLACKMAN COMPANY,
J. K. FRASER,
President.

Joins Bellamy-Neff R. L. Schless, formerly on the advertising staff of the Chicago Journal, has joined the Bellamy-Neff Company, Chicago advertising agency, as an account executive.

The National Stockman and Farmer, Pittsburgh, Pa., and the Michigan Business Farmer, Mt. Clemens, Mich., have appointed Ralph W. Mitchell as their advertising representative for the Kansas City territory.

Ohio Bankers Association Appoints C. H. Mylander

points C. H. Mylander
The Ohio Bankers Association has appointed Charles H. Mylander director of public relations, a position which was created at a recent meeting of the association at Columbus. In his new work Mr. Mylander will direct an educational campaign to create more cordial relations between banking interests and the public. It also is planned to conduct a clearing-house of advertising ideas among member banks. Mr. Mylander, who is city editor of the Columbus Ohio State Journal, took up his new work on July 1.

Bausch & Lomb Advances S. M. Crossett

Sidney M. Crossett, editor of the "Reflector," published by the Bausch & Lomb Optical Company, Rochester, N. Y., has been promoted to advertising manager. He has been with the company for six years. He also was in charge of the art department. Mervyn Briggs will be the new editor of the "Reflector."

E. J. Hancock with Harold F. Ritchie & Company

E. J. Hancock, formerly engaged in sales work with the Du Pont Allied Industries, has been appointed sales manager for the United States of Harold F. Ritchie & Company, Inc., New York, general selling agents. He was at one time with E. Lawrence & Company, Chicago.

J. E. Watson, Publisher, Syracuse "Telegram"

J. E. Watson, who has been managing editor of the Syracuse, N. Y., Telegram, has been appointed publisher of the Telegram and Sunday American, Alfred Weissenbach is advertising manager. Mr. Watson succeeds M. M. Lord, who has joined the staff of the New York American.

Oregon Coal to Be Advertised

The Southport Coal Company, Marsh-The Southport Coal Company, Marsh-field, Oreg., will use newspaper and direct-mail advertising in a campaign which is to be conducted on its Oregon-mined coal. The campaign, which at first will be limited to the immediate district, eventually will be extended to cover the entire State. Vincent & Vin-cent, advertising agency, Portland, Oreg., will direct this advertising.

E. D. Shaw with New York "Evening Journal"

Edgar D. Shaw, until recently with the Boston Advertiser, is now with the New York Evening Journal. He formerly had been with the Chicago Herald and Examiner.

Entree to one home in 1.85 in Albany and The Capitol District

is assured advertisers who use The Knickerbocker Press and the Albany Evening News, whose circulations exceed 65,000 daily.

In addition to quantity and quality circulation, these newspapers offer a responsive tryout territory and a merchandising cooperation service aimed to promote sales by taking an aggressive interest in your sales campaign.





Write for Our Folder, "Facts About Albany and The Capitol District"

THE KNICKERBOCKER PRESS
and the
ALBANY EVENING NEWS

Our Specialty is Advertising

New Teacher:

"Willie, three oranges from five oranges leaves how many oranges?"

Willie:

"Please, mum, we allus does our sums in apples."

Sometimes an advertiser reasons, "I don't think we better give our account to the X. Y. Z. agency. Its success has been with food products, while ours is a toilet preparation—or, it has had experience with a luxury, while ours is a staple."

If that is true, there is something wrong with the agency. We are sure there is one agency, at least, whose specialty is not foods or toilet articles, not luxuries or staples, but advertising. It does its sums in apples, oranges or pomegranates. It has no prescription or formula.

Nothing but an open mind, experience in advertising, and the belief that somewhere in each business is the right way to advertise that business and that the way can be found by studying the business and applying the advertising experience to what is learned.

CALKINS & HOLDEN, Inc. Specialists in Consumer Advertising

247 PARK AVENUE, NEW YORK CITY





The Limitations of Advertising

Don't think advertising will attain the impossible. It is not the whole thing in business. Where you find a business successfully advertised, there also will you find a product and particularly a management that would succeed without advertising. The advertising has brought a larger success, and in a shorter time.

Unless your product has qualities for success in its appeal and cost, and unless you yourself have the qualities requisite to successful, aggressive management, no advertising expert can help you much. But with those advantages, you can profitably employ experienced advertising counsel, much as ships use the service of pilots in leaving and entering port.

Here we have men of seasoned ability and of long experience in merchandising and advertising. Consultation involves no obligation.

> "What is advertising" a series of which the above is one has been published under this title. The entire series will be sent upon request.

C. C. WINNINGHAM Advertising and Merchandising

GENERAL MOTORS BUILDING
DETROIT

Hands and Feet Tell a Complete Pictorial Story

It Is Not Always Necessary to Introduce Full Figures

By a Commercial Art Manager

A DVERTISING artists have proved to the satisfaction of the advertiser that it is unnecessary to introduce full figures in art layouts, in order to get a story across. And where illustration space is limited, the discovery is an important one. On the other hand, where the advertiser has large space, the result is apt to be more dramatic when this concentration takes place.

Allen A illustrations demonstrate the practical possibilities of

this idea.

The feet and legs of a man are placed to the right, and the neatly-stockinged, pretty-slippered extremities of a girl, occupy the left-hand position. One of her feet is in the air and there is a swish of skirts. You have no difficulty in piecing together the remainder of the picture.

It is necessary to avoid crude surgery in cutting these characters. Otherwise, the results may be incongruous and distracting. There are ways and means whereby this objection is overcome. Often it is a mere matter of injecting sufficient action in the portions of the

figure which are shown.

A study of the sock-clad feet of a man, for hosiery, shows one foot firmly planted on a rug, while the other is being thrust forward, into a waiting slipper. The action is so natural that every man unconsciously absorbs the spirit of the scene. He isn't interested particularly in the man, his body, head, shoulders, arms. That reaching foot and the slipper comprise a little picture story, complete in itself.

Incidentally, there is 100 per cent concentration on the product advertised. Moreover, with such large showings, fidelity of even the most intricate detail is pos-

"Safe - at home," reads the

singularly happy headline for Iron Clad hosiery for children. There is a sudden sweep of action, as the legs of the boy are shown sliding into home plate, just at the moment the catcher's hand and mit are projected into the composition at the right of the illustration.

No faces, no bodies, no arms. Yet, the picture is a complete one. Nothing of that exciting play is omitted. The reader fills in the missing detail to suit himself.

On the coverlets of a crib, there are two tiny, baby feet. There is nothing more in the illustration. But such feet! Little toes are curling and twisting with satisfaction. They indicate that the child is sublimely happy. The complete study of the babe would not have added anything; in fact, it would not have been as successful, in my estimation.

THIS PICTURE REGISTERED

It is difficult to forget a certain "bobbed" illustration that appeared recently for a headline which said: "That friendly pat on the shoulder—meaning absolute friendship." The figures were so arranged that a large hand was seen in the act of patting a man's shoulder. There was a world of meaning in the way that one hand was posed. You could fairly feel the hearty sincerity of its touch, as it descended.

A manufacturer of kitchen cabinets desires to suggest the needless number of steps taken by the average housewife in her kitchen, when she is not equipped with proper working methods.

The photographer concentrates on two feet and one hand: the hand is reaching down and removing a shoe—removing it with a rather masterful hint of the pain. Your sympathy is aroused.

In another illustration relaxation was finely expressed in a study of

two hands, a book and a pipe. You could see Jim, as he settled into his easy chair, with a favorite story and his evening smoke. The grip of the fingers around the pipe was expertly rendered. In a sense,

you could picture the type of man who was being featured.

A composition for firearms account carried no more than a woman's hand, reaching, into dusk, for a drawer and the small revolver which had been placed there for her safety. It was a story of the wife who is left at home at night, in a lonely suburban section. Suddenly, she hears a suspicious noise at the casement. A burglar perhaps. And that hand is thrust forward, tensely, strained. It is partly in shadow. The reader instantly fills out the complete illustration. He may even visualize the expression of the wo-man's face and the posture of her body in that silent room. It is dramatic, simple, unusually compelling.

Here again, the product is very much in the foreground of at-tention. A full-figure composition would mean a small revolver,

lacking in detail.

The "bobbed" illustration which protests against need of continually cranking a car, when a dependable storage battery would make it unnecessary, shows a man's hand, wearily turning the crank in a last desperate spin. The knuckles are skinned, the entire hand soiled with dirt and oil. Veins stand out prominently. A full-length study of this man, in the act of cranking his car, would have been less interesting.

A somewhat similar page illustration concentrated upon two hands, just as the oil case is being drained in a car. The old oil is being let out. You almost shudder as you see the sticky mass gushing downward, over the hands and into a bucket.

An illustration was called for which would register physical



AN ILLUSTRATION FROM AN OH HENRY! CANDY ADVERTISEMENT WHICH SHOWS HOW HANDS CAN TELL A STORY

weariness: the woman who is all fagged out. The artist eliminates all detail save the study of one hand, dropping over the arm of a chair. There is pathos and heartache in it. The delineation is a triumph of dramatic realism. A face with features shrewdly drawn, could not have told more. Would it have told as much, I wonder?

Then there was an illustration for an insurance company which narrowed the theme down to a woman's hand as it ran through the papers in her deceased husband's safe deposit vault. viously, the grim truth had come out: there was little or nothing. The trembling fingers had crushed the very last sheet of paper in a final tightening of every nerve in

the body. She was left destitute. and this one hand and the limited accessories dramatized the story

with poignant skill.

Some of the sentimental ideas, as expressed in these very simple "bobbed" illustrations, are unusual interest and power, telling much, as they do, with a

minimum of detail.

"The unsteady hand on the cane, as it taps its way down the home walk," was a headline demanding an unusually sentimental picture. And the artist drew only that hand and the handle of the old, handcarved walking stick. Seventy years of trial and tribulation, suffering and dumb appeal were in that uninvolved illustration. knew the age of the person and could tell that his hair was white, his shoulders stooped and his face wrinkled with care.

In another illustration for automobile accident insurance, the fact that a car was face to face with terrible danger - perhaps a railway crossing and the brakes refusing to work-was pictured with hands alone: hands gripping the wheel with sudden tenseness: hands that were tense with futile

directing power.

Mere feet can be every bit as

expressive.

The study of a tramp's feet, shoes broken and old, and run down at the heel, fringed trousers and a certain shiftlessness of tread. was another photographic illustration that has lasted an advertiser through three campaigns and seems to hold as much appeal as ever. The tie-up with the text was vital, of course.

Knowing how to write a scenario for "bobbed" illustrations is important and the second consideration seems to be methods of cropping which arbitrarily stop-off the design, without the usual abrupt-Thus the edge of a table cloth formed a natural stop-line for a study of a woman's feet, as she sneakily tried to remove a slipper to ease the weary foot.

A cloud of dust excuses not showing more than the lower part of the boy's leg that is "sliding for home": a thief's hand, covertly jimmying a window, is cut-off by the lowered shade. These are just a few of the methods whereby that incomplete look is overcome.

Creditors' Advertising Gets Public to Pay Bills

If the public is to be made conscious its credit obligations it is the duty of business men to educate their cus-tomers to their credit responsibilities. tomers to their credit responsibilities. This statement was made by G. A. Lawo, of Memphis, in an address which he delivered before the annual convention of the Retail Credit Men's National Association, which was held in Minneapolis, recently, The way to

National Association, which was held in Minneapolis, recently. The way to do this, he said, is to advertise.

"When you want to convince the public that you have bargains at your store, you advertise," Mr. Lawo said. "Some time ago the National Association of Credit Secretaries sent a question view to the wat where divers that hed tonnaire to twenty-three cities that had conducted 'pay promptly' campaigns, asking among other questions 'Was the campaign a success'? Twenty-one cities replied in the affirmative."

replied in the affirmative."
Referring to the results obtained by one merchant, Mr. Lawo said that this store, which previously had collected only 34 per cent of its accounts receivable, after the campaign collected 50 per cent. These results were not due to the first campaign alone as the results received have led the store to conduct what it hopes will be a "perpetual campaign" of two newspaper pages a month. This plan has now been running for two years. The fact that this increased appropriation for been running for two years. The a larger and more consistent campaign has been made, Mr. Lawo said, should convince merchants of the benefits which will follow an educational campaign.

Industrial Advertising Company Reorganized

The Industrial Advertising Company, Detroit, has been reorganized and is now known as Fechheimer, Frank & Spedden, Inc. S. M. Fechheimer, who has been head of the Industrial Advertising Company, is president of the new organization. Emanuel G. Frank is vice-president and Roland G. Spedden secretary.

is secretary.

Mr. Frank was formerly advertising manager of the Trus-Con Laboratories. Detroit, and was recently manager of the copy department of the Campbell-Ewald Company, advertising agency, also of Detroit. Mr. Spedden has been manager of the retail department of the Campbell-Ewald agency for the last three years. three years.

H. W. Tymick with Frank M. Comrie Agency

Henry W. Tymick has been appointed production manager of the Frank M. Comrie Company, Chicago advertising agency. He 'was formerly with the Wm. H. Rankin Company, Inc., at

Photo-Engravers to Discuss Sales and Cost Problems

THE twenty-ninth annual convention of the American Photo-Engravers Association will held at the Hotel Commodore, New York, on July 16, 17 and 18. Discussions will be held on the revised standard cost system, the technical development of photoengraving, the remuneration and development of salesmen and many other subjects pertaining to the industry. Acceptances have been received from a majority of the speakers and the program, in part,

July 16—Morning: Opening address:
Adolph Schuetz. Addresses of welcome:
Hon. Richard E. Enright, John Clyde
Oswald, Charles Dana Gibson and Louis
Wiley. Responses by: V. W. Hurst,
H. C. Campbell, H. J. Griffith, Henry
A. Mawicke, L. B. Folsom, Charles A.
Stinson, M. C. Gosiger, B. J. Gray,
Peter Shotanus, William M. Cocks and

Stinson, M. C. Gosiger, B. J. Gray, Peter Shotanus, William M. Cocks and Andrew Dargavel.

Afternoon: "The Revised Standard Cost System," W. B. Lawrence; "Discussion of Side Notes on Standard Scale and their Proper Application," Louis Flader, and "Costs and Profits in Photo-Engraving, 1924," George H. Benedict. During this session specific problems of members will be discussed. July 17—Morning: "The Technical Development of Photo-Engraving," Charles A. Grotz; "How to Develop Salesmen and Salesmanship," V. W. Hurst; "Creative Salesmanship," Henry A. Mawicke; "Future Pictorial Tendencies," Charles A. Stinson; "Elimination of Waste," L. B. Folsom, and "The Proper Remuneration of Salesmen," Charles W. Beck, Jr. Robert John will speak on "The Aquatone Process," Frank Stockinger on "The Bassani Process and Camera," and Harry C. Spillman will discuss "Adjusting Ourselves to a New Era in Business."

Afternoon: Those who will participate in a general discussion on co-

"Adjusting Ourselves to a New Era in Business."

Afternoon: Those who will participate in a general discussion on cooperation between discussion on cooperation between groups for the development, expansion and prosperity of American industries and business, are as follows: John Henry Nash, San Francisco, Calit.; James Montgomery Flagg, New York; George K. Hebb, president. United Typothetae of America, Detroit; Joseph P. Deutsch, president, National Asociation of Employing Lithographers, Chicago; C. K. Woodbridge, president, Associated Advertising Clubs of the World, and Arthur J. Baldwin, president, National Publishers Association, New York.

Others who will join in this discussion are: Homer J. Buckley, Buck-

ley, Dement & Co., Chicago; H. S. Gardner, president, American Association of Advertising Agencies; G. Lynn Summer, president of the Association of National Advertisers; Robert R. Meyers,

National Advertisers; Robert R. Meyers, president, International Association of Electrotypers, Des Moines; and Matthew Woll, president, International Photo-Engravers Union, Chicago.

July 18—Morning: An illustrated lecture will be given on "The Photo-Engraving Process" by Harry Groesbeck, Jr., New York. Other topics for discussion will include "Our Collective Advertising Campaign," Edward Epstean, New York, "Developing Our Market," James Wallen, New York, and "The Legal Point of View," John Walsh, Washington, D. C. Andrew Dargavel, London, England, will bring greetings from The British Federation of Master Process Engravers.

The annual banquet of the association

Process Engravers.

The annual banquet of the association will be held on July 17. Arrangements for the program are in charge of A. W. Morley, Jr., of the Electro-Light Engraving Company, New York, who is chairman of the publicity committee. A. J. Powers of the Powers Reproduction Corporation, New York, is in charge of entertainment. of entertainment

Fisk Rubber Reports Gain in

Half-Year Sales The Fisk Rubber Company, New York, reports net sales for the six months ended April 30, 1925, of \$29. months ended April 30, 1925, of \$29,675,000. After operating costs, depreciation, interest and Federal taxes, the net earnings are reported as \$1,985,000. Net sales for the same period in the previous year were \$23,200,000 and net earnings, \$755,600. This indicates an increase of \$6,475,000 in sales and \$1,230,000 in net earnings.

Sales for the month of April show a gain of 40 per cent over the sales reported for April, 1924.

R. R. Elliott with Kokomo Automotive Company

R. R. Elliott, formerly vice-president and sales manager of the Burpee-Johnson Corporation, Indianapolis, has been appointed sales manager of the Kokomo Checker Division of the Kokomo Automotive Manufacturing Company, Kokomo, Ind.

S. A. Merriam with Wells

Agency Sidney A. Merriam has joined the Wells Advertising Agency, Boston, as an account executive. He was formerly with the MacLean Publishing Company Ltd., and the E. Sterling Dean Adver-tising Agency, Toronto.

O. G. Davies and G. F. Dillon Form Partnership

Oscar G. Davies and George F. Dillon, publishers' representatives, Kansas City, have formed a partnership under the name of Davies &



A copy of this new outline of the Metal Trades is waiting for you at 239W.39 St., New York. Send for it.



Charter Member A.B.C. A.B.P.



Railroad Construction an Index to Florida Progress

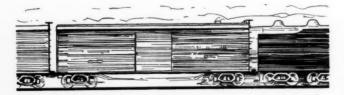
RAILROAD construction in Florida on a major scale is not only an indication of the remarkable growth of the state, but it means that the field for advertising in the state is great and is being rapidly extended.

During 1924 more miles of new trunk line railroad were under construction in Florida than in all the other states combined. An equally amazing record will be made during 1925.

Little in America's railroad history has been more spectacular or record breaking than the building within ten months in 1924 of 207 miles of new road by the Seaboard Air Line, directly connecting the East and West coasts of Florida. This road, moreover, opens up an entirely new section of the state.

The Florida East Coast Railroad is double tracking its line. The Atlantic Coast Line is double tracking its main line from the north into this state and is beginning an extension

Full significance of the extraordinary amount of railroad construction taking place in Florida is realized when considered with the fact that in 1923 there were already 5,283 miles of railroads in the state, as compared with 4,432 miles in 1910.





at the lower end of the peninsula. The Seaboard will make further extensions, including the opening of a new main line up the West Coast, an extension from Sarasota to Ft. Myers and several new short cuts. There are indications, also, that one or two new railroads will enter the state shortly.

Florida as a field for the advertiser should have your most serious consideration, not only in Winter, but the year around.

The most efficient mediums for covering this wonderful field are the Associated Dailies.

ASSOCIATED DAILIES OF FLORIDA

A cooperating group of the leading daily newspapers of the state.

For detailed information regarding the Florida field, rates and other data, write to any of the following:

Clearwater Sun
Daytona Journal
Daytona News
DeLand News
Eustis Lake Region
Fort Myers Press
Gainesville Sun
Jacksonville Journal
Jacksonville Journal
Jacksonville Times-Union
Lakeland Ledger
Lakeland Star-Telegram
Miami Herald

Miami Daily News Orlando Reporter-Star Orlando Sentinel Palm Beach Post Pensacola News-Journal Sanford Herald St. Augustine Record St. Petersburg Independent St. Petersburg Times Tampa Times Tampa Tribune Winter Hayen Chief

Railroad development both precedes and follows the growth of communities. Not only are Florida cities and towns growing by leaps and bounds, in many cases outgrowing the railroads, but new communities are resulting from the rail extensions.



What Caught His Eye?



You can rivet a man's attention to your literature by giving it an unusual fold.

There are many out-of-the-ordinary folds your printer can suggest if he has a CLEVE-LAND Folder. Nor do these distinctive folds require die-cutting or waste of paper stock.

The CLEVELAND will make all the folds made by all the other folding machines and 156 more that none of them can produce.

Ask your printer about the CLEVELAND or write us for the name of the printers nearest you who are equipped with CLEVELANDS.

THE LIEVELAND FOLDING MACHINE O.

CENERAL OFFICE AND FACTORY: USE 1911 East 816 Short, CLEVELAND

NEW YORK CHICAGO PHILADELPHIA BUSINES

Can the Selling Process Be Standardized?

The Arguments Can, but All of the Methods Cannot Be Made Automatic

By George W. Hopkins

Vice-President, Charles W. Hoyt Company, Inc.

[EDITORIAL NOTE: We take pleasure in publishing Mr. Hopkins' article, particularly since his views on the subjects which he discusses are so closely in accord with our own. How he got the notion that he is in disagreement with us is more than we can understand.

We agree with him absolutely when he says that no substitute for a sample of merchandise can take the place of the sample itself. We said the same thing in the article to which he refers. We merely chronicled the fact that there is a tendency to let photographs, drawings, catalogues and other material of that sort take the place of samples. We are not responsible for this tendency. All we did was to tell of its existence.

We said, however, that this trend was wholesome insofar as it tended to simplify sampling methods. The way salesmen used to carry around several trunks each full of samples was highly wasteful and cumbersome. It slowed up the salesman's traveling and gave him so much to show that buyers were confused. With the newer methods, salesmen can work faster and easier. They stand in their own light, however, when they carry this new tendency so far as to give up carrying samples altogether.

The other statement where Mr. Hopkins thinks he is at odds with us concerns our views on standardized selling. Here also the disagreement is more apparent than it is real. We believe that there is one best argument for every product or proposition and that nine times out of ten a salesman will do best by sticking to this argument. Nearly always, there are also many supplementary arguments that can be used. A sales-

man should master these, too, since he never knows when he will need them to reinforce his main talk-

ing point.

We believe that every salesman should have a standardized selling talk and that he should have it memorized, but we do not believe that he should always use it. The best salesmen vary their talks to suit conditions, although sticking pretty close to the main outline.

So far, our views appear to run along with Mr. Hopkins'. They begin to diverge when he says that the whole selling process can be molded into a set form. Perhaps this point is debatable but we believe that it is almost universal experience that every sale cannot be conducted in exactly the same way. Since business is carried on by human beings, it never will be possible to standardize the human relations of business to the extent that Mr. Hopkins describes.

Mr. Hopkins cites the National Cash Register Company as an example of an organization that has succeeded in standardizing its selling. This is true. National Cash Register men have standardized selling talks and many standardized methods, but if anyone believes that National men are puppets being pulled by a string in the hands of the master at Dayton, he is badly mistaken. We do not know of any selling organization that uses the initiative and originality that National men use. There may be other examples of concerns that have been able to make their selling work partially automatic, but we believe that there are distinct limits to how far this can be carried.

IN the June 11 issue of PRINTERS' INK there is an editorial reply to a letter from the California

Packing Corporation of San Francisco headed "Simplifying the Salesman's Physical Equipment."

I would like to take violent exception to several of the points made in your editorial reply. You state "The tendency now appears to be to let photographs, drawings, catalogues and other advertising literature take the place of samples. As a whole, this tendency has probably been a step forward, but in some places it has been carried too far."

My opinion is that in no case, where it is possible to show a sample of the original product, is it possible for photographs, drawings, catalogues or any advertising literature to take the place of the sample in the hands of a salesman obtain maximum results. When you appeal through the eye you have twenty-three chances of reaching and registering on the brain of a prospect as compared to one chance when you talk without appeal through the eye. An appeal through the eye by means of a photograph when it is possible to present a sample of the actual product is about as unsatisfactory as putting the photograph of a banquet in front of a hungry man in place of the real article.

The tendency on the part of salesmen to substitute photographs, drawings, catalogues and advertising literature for a sample of the article itself is due to the attempt on the part of salesmen to change the job of selling merchandise from a real business occupation to a professional occupation. The desire on the part of a salesman to carry a brief case instead of a sample case, thinking that it is more dignified, has been the downfall of more salesmen than any other one action.

A salesman, even equipped with the wonderful ability of a Daniel Webster, talking from photographs, drawings or catalogues will not produce as much business as a salesman of half the ability setting up a sample in the office or on the desk of his prospect and talking straight from the shoulder, the argument being followed by the prospect with his eyes on the article itself.

The argument against carrying a sample is absolutely a fallacy and is a result of laziness on the part of the salesman and lack of backbone on the part of the manufacturer when approached by his salesman with such a suggestion. It may be that this is somewhat of a relic of war business when a salesman was not obliged to do anything to get business, it came so easy.

At the present time, when production is so far ahead of sales, this attempted professional atmosphere thrown about salesmen must be discarded for the shirt sleeve, foot and head work combined, under present strong competitive conditions.

IS THIS SOUND REASONING?

Some salesmen will say that it is impossible to get into a man's office with a sample case where they can get into his office with a brief case. My opinion is that an interview that cannot be arranged so that a sample can be shown the prospect is not worth the time of the salesman and he had better look for prospects that are willing and interested enough to look at the sample as well as listen to the story.

Getting into a man's office, by his secretary, or in any other way, because the salesman carries a brief case is to be classified with the type of salesman who gets into an office with a plain card rather than presenting a business card of the firm he represents. A salesman should be so proud of the product that he represents that he is glad to have it with him on all occasions and proud to be recognized wherever he goes as a salesman of the product he sells.

Again I say, there is no substitute, either photographs, drawings, catalogues or advertising literature, that will take the place of an actual sample of the goods provided it is physically possible to present the sample at the time of the interview.

I do agree with your editor, however, when he states: "Many companies load their salesmen with an unbelievably large quantity of broadsides, catalogues,



Haley's Anerseal

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"Yes, Its Strength Lasts"

That is true of every product that is protected with an Amerseal. It can't lose its strength because the closure is airtight. No matter how many times the jar or bottle is opened and resealed, the closure is always a perfect one. For medicines, this guarantees uniform results—an all-important consideration. So think the Haley M. O. Company of Indianapolis.

The scientific mechanical construction of the Amerseal enables the package to be sealed or resealed by a slight turn—without chance of false closure, there being sufficient flexibility to offset variations in the glass. The equally spaced lugs of the seal engage corresponding threads on the container, making an air-tight closure easy to open and as easy to close. The Amerseal has no raw edges to cut the fingers. It will not rust.

The majority of Amerseals are lithographed—the users realize the merchandising, advertising and selling value of having their name, trade-mark or slogan appear in a distinctive manner upon that portion of the container that first meets the eye.

Amerseal Your Product

A Better "Seal-and-Reseal" Is Not Possible

AMERICAN METAL CAP COMPANY Brooklyn New York

Branches in the following cities:

Chicago Cleveland Detroit St. Louis Los Angeles San Francisco Portland Seattle Louisville

processed letters, photographs, testimonials, portfolios, manuals and similar material too numerous to detail. There is need for simplification here. The material which a salesman should have in his kit ought to be condensed into conveniently arranged catalogues, manuals and portfolios."

A condition of this kind usually comes from lack of appreciation on the part of the sales manager

of the salesman's job.

Nothing will improve a situation of this kind quicker than for a sales manager to go out with a complete salesman's kit and travel for a week or ten days doing exactly as a salesman would do on a regular territory. This method of operating is tremendously valuable to a sales manager, builds confidence in the minds of the salesmen and creates a lot of good-will on the part of the dealer.

FAVORS DEALER SERVICE BOOKS

I am tremendously in favor of a dealer service book, intelligently built, which will contain all kinds of illustrations and workable information such as charts, copies of key advertising, copy of dealers individual advertising, lists plans used by retailers, results obtained by retailers and other information which the salesman has at his tongue's end and can find in his book without taking his

eye from the prospect.

A book of this kind, intelligently used, is like illustrations in a novel or any other kind of a book. Through a picture, results can be driven home to prospects and their interest held throughout an interview better than where it is strictly conversation. Through a combination of a sample of the product, a book of results and the intelligent interpretation of a salesman, the best results can be obtained. This book should not be referred to when the salesman runs into a snag in the sale but should be used to illustrate a point in the progress of the presentation.

The point in your editor's comment that I disagree with more violently than any other is the statement: "Selling can never be made a standardized process. As soon as a salesman is obliged to conform his methods to a standard mold, he is likely to lose his individuality and the chances are that whatever ability the man has as a salesman is due to his individuality."

There is no one salesman that has the one best way of selling the company's merchandise.

The idea that all territories are different, so far as the appeal of a standardized process is cerned, has been exploded.

Individual cases can be brought up where the specialized process may work, but on the average the standardized process is an im-

provement.

In no way does this standardized process take away the individuality of a salesman. standardized process puts on the sales manager responsibility that belongs to him.

Seventy-five per cent of the responsibility for the failure or success of a salesman in the field is the responsibility of the sales manager.

It is the duty of the sales man-

ager to see:

That the product is satisfactory for the market appealed to, that the service out of the factory is such as to support the sales organization, that he has selected the right kind of salesmen, that he has divided the territory in a way that it can be covered to the best advantage, that he has given that territory the kind of salesman who can best interpret the company's message to the prospects in that territory.

That he has set up the right quota under which the salesmen operate, not the kind of a quota that is like the bundle of hay ahead of the mule where he struggles on hour after hour but with no hope of reaching the hay. On the other hand, a quota that is reachable by the salesman and is an encouragement to bring out the best efforts of the salesman.

That he, the sales manager, has prepared a compensation basis that is fair to the small, the middle, and the big salesman.

That he takes a measure of re-

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The true test of civilization is—not the census, nor the size of the cities, nor the crops—no, but the kind of man the country turns out.—EMERSON.

Not just schools-but better and more efficient schools-form the watchword of the earnest progressive men in charge of school operations in Oakland, California, and trading area.

Recently a \$9,600,000 bond issue has been approved by the people in this thriving community for the improvement and the enlargement of schools already functioning and the building of many additional units to the achools system.

The certain result from population increase is the demand for greater schooling facilities.

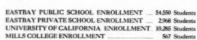
The boy and girl coming into Oakland, California, must be educated.

Oakland and the Eastbay provides that education.

Not only are the grammar and high school grade pupils cared for, but for those desiring a higher education, the University of California and Mills College provide the necessary equipment.

The boy and the girl, the young man and the young woman, coming to Oakland, California, immediately find convenient opportunity for ac-quiring all desirable mental development through an educational system second to none in the United States.

It is not surprising, therefore, that so many settlers moving to California are immediately attracted to Oakland and at once establish permanent homes.



TOTAL EDUCATIONAL ENBOLLMENT 68,370 Students





One of the West's Great Newspapers

pical of Western prosperity is Oakland, California, and the OAKLAND TRECUEL

National Representatives:
WELLIAMS, LAWRENCE & CRESMER CO., 225 Fifth Avenue, New York City 360 North Michigan Avenue, Chicago



Gary Still Breaking Records!

- 1. Present population is 83,390. All since 1907. The 100,000 mark is not far off. A market so large and developing so fast that to ignore it is folly.
- 2. Remarkable bank clearings for first five months over

One hundred and three million dollars!

3. Building permits for five months total nearly

Six and a quarter million dollars!

This program provides for 3,000 additional population. And the "sweetest" part of it all is that national advertisers can capture this market by the use of one newspaper, THE GARY POST-TRIBUNE, at a cost of .06 per line.

THE POST-TRIBUNE'S circulation of 16,000 every evening completely covers this field.

GARY POST-TRIBUNE

Gary, Indiana

Member of A. B. C.

Western Offices E. M. Burke, Inc. 122 South Michigan Ave., Chicago Atlanta Office E. M. Burke, Inc. Constitution Building Eastern Offices E. M. Burke, Inc. Brokaw Building, N. Y.

sults in proportion to the potentiality of the territory and not simply the volume of business turned in by the salesmen.

Many a salesman has been ac-credited with getting wonderful results whose total volume of business compared to the potential possibilities of the territory was lower than some other salesman who has done, perhaps, only 75 per cent of the volume.

That he judges his salesmen on the basis of the profits the salesman makes for the company, not simply the volume of dollars and

cents turned in.

That he has prepared the story about the product, has outlined the method by which it shall be sold, has given the salesman the policy of the house in writing and, from the combined efforts of all the sales organization, evolved the one best way of telling the story of the product.

This is an easy 75 per cent of the responsibility in making the sale and is the duty of the sales manager, and when he assumes 75 per cent of the responsibility and the salesmen recognize that the responsibility is a divided responsibility between the sales manager and themselves, they will take greater interest and feel that they are getting a squarer deal than in any other way.

So far as the one best way of selling any piece of merchandise is concerned, there are so many cases where this has been worked out which have appeared in the story of success written in many issues of PRINTERS' INK that the point hardly calls for discussion. I would point only to three out-standing cases, the National Cash Register, Lux and LePage's glue.

After a careful analysis of salesmen's results, the method used by all of the salesmen, an analysis of market conditions and consumer appeal, the one best way of selling the product was evolved and turned over to the sales organization with instructions to follow that method.

In the case of the National Cash Register, one of the best salesmen's school in the country is maintained at tremendous expense by the National Cash Register Company in Dayton, through which school every salesman must pass.

Their training is definite and the sales argument is outlined in de-tail. Every salesman is instructed

to follow the method.

In the case of Lux, with all the arguments that have been used for a washing powder, it was found that the appeal to appeal women's vanity, in that Lux would not injure the hands when used for dishwashing, was the one argument that was dominant and has been used by every salesman and in all advertisements of this product.

In the case of LePage's glue, the one argument that put Le-Page's liquid glue on the market, which had never before been used by any glue company, was the argument of things that could be made through the use of LePage's glue. Prior to this, the argument has always been that glue was a mending product. Changing this to a making product increased the volume of business to a tremendous amount.

NO LOSS OF INDIVIDUALITY

Does the presenting of the one best way of selling to the salesman take away any of his individuality? It does not.

A salesman's job is to convince a buyer that he wants the merchandise offered. It is a combat of mind to mind. It is an understanding of human nature. That is the great asset of a salesman. It is the ability to so arrange the buyer's mind that it becomes receptive for the one best story about the product offered by the salesman.

The preparation of the buyer's mind is the job of the salesman. When his mind is arranged, take no chance by offering other than the one best way of presenting your merchandise, which one best way is the product of many salesmen, careful analysis of buyer and market and put into the best possible form.

With the buyer's mind receptive, you stand a better chance of making the sale when you present the one best way decided as a consensus of opinion from the entire selling organization than the haphazard method used by many salesmen.

I recall very clearly a story printed in PRINTERS' INK that made a tremendous impression upon me. It was the story of how many salesmen operate illustrated by the dog that starts at 6 o'clock in the morning on the track of a deer. At 11 o'clock he has changed from this track to that of a fox; at 3 o'clock in the afternoon he is following the trail of a rabbit and at 6 o'clock at night tired, with his tongue hanging out of his mouth he has succeeded in treeing a chipmunk.

It is true that a salesman may losse an order now and then through a standardized practice, but, on the other hand, his percentage of sales to calls will be greater when the standardized practice is the consensus of opinion of the entire selling organization and put into workable form by an intelligent sales manager.

Is there enough in the interpretation of this one best way to call out all the individuality of a salesman? I say yes.

Let me illustrate. You have heard more than one actor present Hamlet. Hamlet was written by Shakespeare. No actor presenting Hamlet ever wrote a word of the play. Many times, you have sat in the orchestra and heard the words of the actor come over the footlights which you could repeat with equal accuracy from your seat.

In no case, have you ever heard more than one actor present Shakespeare's Hamlet and give you the same interpretation. They were repeating the words of Shakespeare, not their own words. Yet, the interpretation of the character showed individuality on the part of the actor. His interpretation of the character of Hamlet was like the interpretation of the salesman, though he may present word for word that which has been prepared by another.

I am not so keen for the wordfor-word presentation but I am keen for the presentation of the one best way of presenting the arguments in regard to the product sold.

The individuality of the salesman is his entire job. He should not have the bother of the 75 per cent part which is the sales manager's job. He starts from scratch with all of this material handed to him and gives to his company 100 per cent of his ability in the understanding of human nature, the ability to meet the moods of buyers and interpret the story of his company to the mind of the buyer he wants to reach.

When the salesman is relieved of the responsibility for other than selling the merchandise of his house, his results will be bigger. When he gets out of his head that his territory is different, that his buyers are different and that he must use a different argument for each buyer he will begin to produce in bigger proportion.

Over and over, cross sections of the country have proved results average about the same. Every territory has good, bad and indifferent buyers. Every territory has good, bad and indifferent stores. When a salesman stops pre-judging and goes ahead with his one best way to sell, using 100 per cent of his intelligence and individuality to interpret that one best way to the mind of his buyer, selling will take the place that belongs to it, results will come in bigger proportion and salesmen will hold their heads higher and realize that they are in the greatest line of work in the whole business.

"American Exporter" Appoints Philadelphia Manager

V. George "Harper has been appointed Philadelphia manager of the American Exporter, New York. He was formerly export manager of the Victor Motors Company, St. Louis, Mo. He has also been manager of Export in the St. Louis territory.

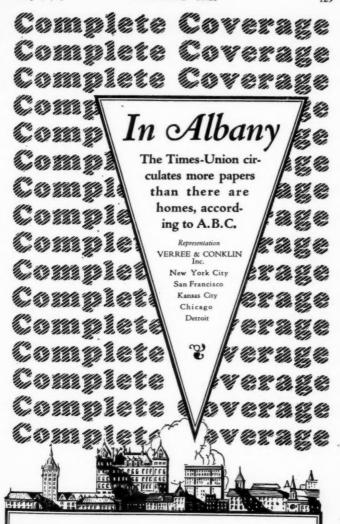
Dress Account for M. Spivak Agency

The Mohawk Dress Company, New York, has placed its advertising account with the M. Spivak Advertising Agency, of that city. he d-

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Albany ~ New York

How the Catalogue Is Meeting 1925 Selling Needs

New Retail Buying Habits Force Startling Increase in Direct-Mail Use and the End Is Not Yet

By G. A. Nichols

A READER of PRINTERS' INK who is interested in selling through a catalogue writes us asking these questions:

1. In your opinion is the catalogue today the factor it once

was?

2. Is it true that many who formerly used catalogues are abandoning them for more frequent mailings of small units?

3. If this is so, is it being done for economy's sake or is the catalogue doomed to be replaced by some more efficient type of sell-

ing literature?

Answering the first question: There are more and better catalogues at work today than ever before in the history of selling. The number is constantly growing and the selling power of the medium steadily increasing. Six months from now there will be more catalogues than there are now. In another six months the rate of increase will be still greater.

These predictions are made ad-They are based on actual visedly. preparations now under way in many important businesses to make the catalogue a leading element in the selling plan. In fact, it is not going too far to say that the general trend is more toward the use of catalogues and kindred direct-mail pieces than toward adding weight to the selling by means of a greater number of flesh-and-blood salesmen. Indeed, there are some truly remarkable developments in the making. By the end of this year a number of concerns that for years have been standing pat against a systematic and sufficient use of direct mail will be utilizing the catalogue in a way that will give us plenty to think about. Obviously, plans of these concerns not yet being completed, it is permissible

to speak of them only in a general way. Nevertheless it is an interesting fact that this summer and fall—especially this fall—are going to be characterized by a greater growth in this kind of selling than has been the case in any previous three or four years combined.

There are two main reasons. One is that the smaller order habit is here to stay. At least it is here for a long time. The other is that manufacturers have recognized the need of having more frequent selling contacts with their

customers.

If a retailer insists on buying his goods from six to twelve times a year instead of a couple of times as formerly was the case (this entirely apart from the pick-up and fill-in buying that he does practically all the time) it stands to reason that the manufacturer has to visit him oftener. If the increased number of visits cannot be made by salesmen—which is out of the question owing to the expense involved—they have to be made by the next best medium, which is a catalogue.

FEW OPINIONS OBTAINABLE

The thing has happened so fast that manufacturers are conservative about expressing an opinion as to the relative merits of the catalogue plan over the traveling salesman. Should they do away with the salesman altogether? Or should they keep their present traveling staffs and supplement their efforts with catalogues? Both methods are being tried and each has plenty of supporters. writer's personal opinion, which is based more on observation than conviction, is that the second plan is the more workable of the two and the one most favored.

The average manufacturer, who

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Saving Money, Time, Labor and "Grief"

for

DIRECT MAIL ADVERTISERS

Do you want to sell your product by mail?

There is a simple, inexpensive way of doing so -

Provided your merchandise, service, or whatever you have to sell, is something somebody WANTS or OUGHT TO HAVE!

Automobile Owners are potential buyers of nearly everything useable by the average American family—and there are 17 million of them in America.

By THE DONNELLEY METHOD of compiling and checking, our Automobile Owner lists are made as nearly accurate as it is possible to prepare them. Duplications are eliminated.

The Coupon is for your convenience.

The Reuben H. Donnelley Corporation NEVADA, IOWA

Specializing in Automobile Owner Lists
and Automotive Statistics

---COUPON----

The Reuben H. Donnelley Corp., Nevada, Iowa

Please inform me about THE DONNELLEY METHOD and how I might profit by use of Auto Owner lists, understanding that this request places me under no obligation.

Name

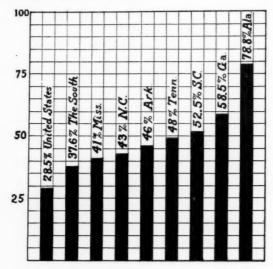
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Address

Industrial Thyroids

The growth controller of the human is—or is supposed to be—the thyroid gland.

Our "Industrial thyroid" or growth controller of Southern Industries has been speeding up considerably. The chart shows the *percentage of increase in manufactures* for 1921 to 1923 as given by preliminary reports of 1923 Industrial Census.



These five Southern Business papers, with a combined monthly circulation of 50,000 copies in the Southern states, afford you a direct contact with the buyers of equipment in this active industrial market.

W. R. C. SMITH PUBLISHING COMPANY Atlanta, Ga.

Publishers of

COTTON SOUTHERN ENGINEER ELECTRICAL SOUTH SOUTHERN HARDWARE & IMPLEMENT JOURNAL SOUTHERN AUTOMOTIVE DEALER

is coming to depend more and more upon catalogues, does not underestimate the value of traveling salesmen. He is using the catalogue because he has been driven to it. He can keep on with his present traveling staff and do his selling job half way or less. He can add to that staff so as to be able to make the required greater number of contacts and thereby elevate his selling cost to pro-hibitive figures. Or he can use a catalogue to piece out the work the salesmen are not able to complete. He has found that it costs him so much less money to visit a dealer twelve times a year with a catalogue than twice a year with a salesman that he can now reach a vastly greater number of dealers than formerly was the case. A Baltimore concern which has done away with its sales force entirely in favor of a catalogue has added literally thousands of customers to its list. This goes a long way toward making up for the relatively lesser selling power of a catalogue as compared with that of a sales-

rather startling way in which the catalogue is being taken up this summer by leading concerns shows how quick the American manufacturer is to size up situations with uncanny accuracy and how equally quick he is in applying the remedy. Perhaps this would not have been so ten years ago. But the manufacturer has been to school. During those bitter days of reconstruction following the war he learned the folly of adhering too closely to precedent or custom. He found it was ridiculously easy to get on bad terms with the banker or to go broke while considering whether he should adopt new selling methods which seemed to be called for by new developments.

But the catalogue method itself (and this brings us to a consideration of the second and third questions asked by our correspondent) has undergone changes, and is undergoing them now, that are equally momentous. Catalogue selling cannot stand still any more than can other kinds. It has to

develop and change so as to keep pace with its rapidly unfolding opportunities.

This is the era of the small catalogue. The manufacturer who has been going along with a large book is not necessarily abandoning it, as our correspondent intimates. Rather he is supplementing it with smaller books so as to make its work more effective. He thus is adding to its selling capacity in somewhat the same way that he uses any catalogue at all to increase the selling capacity of his regular sales force.

capacity of his regular sales force. Small catalogues today are multiplying in two directions. One is the broadening out of the selling appeal by manufacturers who already have large catalogues, as has just been stated. The other is in the firms who are now using catalogues for the first time and are capitalizing upon the experience gained by others.

Interesting examples in the first classification are seen in the late developments of the catalogue methods of concerns such as Marshall Field & Company, wholesale, Chicago, and Albert Pick & Company, hotel, club and institution outfitters in the same city.

FIELD'S CATALOGUE EXPERIENCES

As readers of PRINTERS' INK well know, the main element in Field's selling to the retailer has been and is the traveling salesman. A few years ago the firm adopted a large yearly catalogue as being something that could help the salesmen. Necessarily it was more in the nature of a reference book than a medium through which direct sales could be made. Moreover, it had to be compiled mostly out of staple offerings in which the style element did not enter. Net prices could not be quoted because no firm, however large, handling general merchandise of the Field type can be expected to forecast market conditions well enough to guarantee its prices for a year in advance.

Nevertheless, the large book was valuable to the retailer in that it gave him a list of Field's staples. Whenever he needed fill-in merchandise he could order it from this book and be billed at current

The idea took hold well and then Field went a step farther. Seeing the need of making current merchandise presentations by mail the company began issuing "Field's Quality News," a monthly combination service magazine and catalogue which has been described previously in the PRINTERS' INK Publications.

This book, in which the goods are priced at net figures, brought so much direct business that the firm has now widened its catalogue selling by the addition of a number of specialized volumes dealing with specific classifications of

merchandise.

There is a "Baby Book" which is sent out semi-annually. In this are grouped a long list of items from various departments in the establishment having to do with clothing and caring for the baby and the young child.

There is a notions catalogue, also sent out twice a year; like-wise a rug book and a drapery

book.

The jewelry and stationery business is taken care of in special catalogues issued once a year.

All this has operated to make the general catalogue somewhat smaller. But it has been retained as an important help in giving the dry goods man and the general merchant a list of staples upon which he can draw as he needs them.

COMPLICATIONS ARISE

There is an important point about the small catalogue plan as used by Field that does not appear on the surface. Suppose a jeweler wants to buy merchandise from Field as a great number of them do. This is a line of business that can be handled easily and profitably by mail. If there were no jewelry catalogue, the jeweler of course would be sent the general book. He could buy his requirements from this. But the larger portion of it would necessarily be made up of merchandise entirely outside his line.

Two complications then would come up. In the first place, the jeweler would be receiving a book of several hundred pages when one of less than a hundred would be amply sufficient to acquaint him with the firm's lines that he sells. Here we have what might be termed waste circulation.

The other complication is that the jeweler would think he had the right to buy anything listed in the large book. Inasmuch as he did not sell goods outside of jewelry, whatever he might buy in other lines would be for personal use. He might want a rug. His wife might want some lingerie, ready-to-wear or millinery and so When a firm sends a general catalogue to a dealer it can hardly refuse to sell him anything he wants to buy from it. But it does not want the business that comes from personal requirements. Such business is not only unprofitable but is a positive nuisance. The firm is in effect doing a retail mail-order business at wholesale prices. The thing works out as an injustice not only to the firm putting out the catalogue but to other retailers in the town who are thus competed with in a manner to which they have a right to object.

This in itself is ample justification for the specialty book in cases where a concern's offerings cover a wide range as does Marshall Field's. One large wholesale house that has been pestered by personaluse business for years finally had to establish a rigid order censorship. If a hardware man, for example, in ordering some goods would include a set of diningroom furniture, some blankets, a dozen pairs of hose or a box of candy, the order would be blue penciled and he would get only the merchandise that he actually was going to offer for sale. Upon a close analysis of its customer cards this concern found that literally tens of thousands of its customers bought chiefly personal goods. They were promptly cut off the catalogue list. The house is now seriously thinking of the specialty catalogue plan as used by Marshall

A small catalogue can almost justify itself in its automatic elimination or at least reduction

ADVERTISING

Expense or Investment?

SOME business organizations look upon advertising as a necessary expense, forced upon them by their competitors. They seem to ask themselves, "How little money and attention can I give this and get by?"

REPORTS to stockholders never mention "getting by" as a standard for business management. What should be asked is, "Are we using advertising to the full extent of its capacity for producing profit?" The answer to this question and those which arise from it can seldom be supplied without large experience in advertising and selling. This organization is in its thirtieth year of advertising service.

THE MOSS-CHASE COMPANY, 425-27 Franklin St., Buffalo, N. Y.

MOSS-CHASE



of personal-use business. But its big function is in its clean-cut specialized, and almost per-sonalized, selling. When a dealer receives a catalogue devoted wholly or mainly to one line, he is much more favorably impressed than by a book in which this one line is only one feature and perhaps a small one at that. specialty book shows him that the firm is giving some serious attention to the line in question, whereas the same presentation in a general catalogue might cause him to regard it as merely a side issue.

Getting this same angle upon specialized catalogue selling was one leading factor in the rather spectacular growth of Albert Pick & Company from a relatively small concern specializing on barroom buffet fixtures and equipment into an institution which has completely furnished some of the largest hotels in the country, its individual contracts going as high

as \$4,000,000.

The company saw prohibition coming at least ten years before it did come. (If this were not a

catalogue article, there would be some good material here for a dissertation on the value of exercising imagination in business.) Accordingly it began working away from the buffet side more into manufacturing and jobbing furnishings and equipment for hotels, clubs, institutional cafeterias and the like. By the time prohibition came, the character of the business had entirely changed, the whole emphasis being placed on the new lines.

Necessarily the complete equipment of an institution is a matter for personal salesmanship and a great amount of service. But be-fore the Pick company got big enough to take over a large job (one of its recent installations, by the way, is the new Book-Cadillac Hotel in Detroit) its whole offerings had to be merchandised in smaller quantities-table linens, china, silverware, kitchen equipment and a large list of other lines. The selling at first was done entirely by a general catalogue. This book, on account of its nature, went to hotel men, buffet

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NEWSPAPER with a metropolitan Sell your atmosphere in a field where it is product to the appreciated. Alert, progressive, alrich Kansas City ways in the lead in news and territory where business human interest. is good. Put the Journal-A loyal reader in-Post with its big loyal reader

terest thatfamily on your schedule.

Reaches 61% of Kansas City's Readers A. B. C. CIRCULATION Sunday, 177,044. Comb. Daily, 312,575

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VERREE & CONKLIN. INC.

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Topping Good Products





ADVERTISING and sales principals will acknowledge the rank of these representative products closed with KORK-N-SEAI

And they will realize that there must be an exclusive superiority in Kork-N-Seal that this closure has been tested and accepted by the owners, directors, sales and advertising heads, as well as by the production engineers, of these products.







WILLIAMS SEALING CORPORATION, Decatur, Ill. Williams

KORK-N-SEAL

THE CAP WITH THE LITTLE LEVEL

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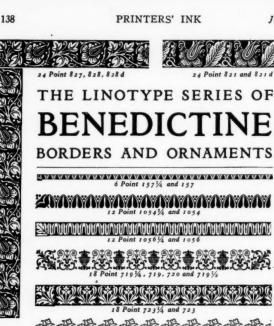
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These borders are part of the series designed for use with Linotype Benedictine. Write for copy of the booklet Linotype Decorative Material which gives a complete showing of Linotype borders

DEP'T OF LINOTYPE TYPOGRAPHY

MERGENTHALER LINOTYPE COMPANY

461 Eighth Avenue, New York

owners, restaurant and lunchroom men, billiard halls, barber shops, confectioneries and others.

There is no need here in going into all the details. It is sufficient to say that the Pick general catalogue, while a forceful selling medium, wasted a good part of its energy because of this very wideness of its appeal. Too, there was the personal-use evil to be considered. The general catalogue was split up into specialty books. One went to hotels. Another was a soda fountain book. There was a catalogue, in short, for each major line and it was sent to the list to which it should go.

These specialty books have now grown in size until each is almost as large as the old time general catalogue. And each has its own individual selling appeal which not only brings better direct results but adds forcefully to the benefits accuring from the rest of the firm's lines.

WHERE THEY SAVE MONEY

Our correspondent asks if this sort of thing is being done for economy's sake. It is not, if we are to judge economy strictly from the standpoint of production cost. It is true that the specialized smaller catalogue eliminates a great amount of perfectly useless waste. Nevertheless, the initial cost of sending out several small catalogues in place of a single large one is larger. But this is not the way to figure the cost of advertising, direct-mail or any other kind. The question is: What kind of results will the advertising produce? Looked at from the angle of added sales volume, the specialty catalogue is the truest kind of advertising economy.

It is economical because it not only reduces the waste that comes from sending a dealer hundreds of pages which advertise merchandise in which he is interested only from a personal-use standpoint, if at all: Its main power is in its ability to complete the selling process—something the large general catalogue sometimes can only start. It contains prices which the other book usually does not contain. To be thoroughly



Convince the Readers of "PUNCH" by a good Advertise-ment of a good Product and you have convinced the most discriminating public in the world.

Rates and particulars of available space from

MARION JEAN LYON

Advertisement Manager, "PUNCH"

\$0, FLEET STREET

LONDON, ENG.

effective a catalogue has got to be more than a reference book or a general good-will advertising medium. It has to sell goods. This is the kind of catalogue that is being put to work in increasingly large numbers this year and which marks one of the most important business developments of a generation.

Direct-mail selling is not so very direct, after all, if its application has to be wholly, or mostly, institutional or general. It cannot be direct unless it has to do with timely merchandise, quoting current prices and presenting the whole proposition in a way that will make buying a simple matter after all.

The small-order habit, as was remarked in the beginning, is largely responsible for the catalogue expansion which is now to be seen. The frequently mailed catalogue with its fresh merchandise and its prices quoted in plain figures enables the retailer to order the goods just as he thinks he

needs them. There is another feature that the wise users of catalogues are This is the innot overlooking. fluence the catalogue can have in inducing dealers to come to market. Forceful editorial presenta-tions are made about the benefits of forming personal contacts with the goods at frequent intervals and then using the catalogue for fill-in purposes. Some firms offer special house bargains to be had only by dealers who visit the house in person. The catalogue does not mention these bargains by name but makes general reference, saying the quantity available is not sufficiently large to warrant listing it in the book. Several large houses use this method. It is entirely on the square and represents an actual merchandising condition. It is resultful also in bringing the retailers in.

Direct-mail invitations to visit market are now more resultful than ever because of the fact that the dealer has now become thoroughly confirmed in the come-to-market habit. Manufacturers and jobbers see in this development the greatest opportunity

of their lives to reduce selling cost.

A Cincinnati clothing manufacturer became so impressed with the potentialities of the come-tomarket idea that he eliminated all his road salesmen. He did not have to discharge many of them, having made places for them elsewhere in his business. Instead of going to the dealer, in other words, he advertised through direct mail and otherwise to get the dealer to come to him. initiated the new system by a rather startling reduction in selling price. The plan has been in operation now for nearly a year with the result that the business has been tripled.

Forty-eight years ago when the world's first wholesale catalogue was put out, direct-mail selling was in disrepute. To attempt to advertise merchandise through the mails was regarded as the act of a crook. Things have moved fast since then. And if present indications mean anything the catalogue developments of the next few years will make those of the last forty-eight seem ordinary indeed.

New Company Formed to Publish "Babyhood"

The Babyhood Publishing Corporation, Chicago, Ill., has been incorporated under the laws of Illinois to succeed Babyhood Publishing Associates, as publishers of Babyhood. De Lysle Ferree Cass remains as president and general manager.

New members of the firm are: A. B. Messer, treasurer; Harry L. Brin, secretary and Walter H. Wood, chairman of the directorate.

F. O. Sullivan with Eastern Manufacturing Company

Frank O. Sullivan has been appointed director of the offset paper division of the Eastern Manufacturing Company, New York, manufacturer of Easte writing paper. He was formerly director of the photo-lith division of The F. Wesel Manufacturing Company, Inc., New York.

L. M. Brown Advanced by Eberhard Faber

L. M. Brown, Canadian representative of Eberhard Faber, New York, manufacturer of pencils, penholders, crasers, etc., has been appointed advertising manager and manager of the Canadian department, with headquarters in New York. h

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White Space May Be Atmosphere or Just Paper

HE village merchant who marks his weekly Clarion ad, "plenty of white space" has the right idea. He wants his ad to have distinction; to be an eyerest in an ocean of black ink.

White space is clay in the hands of the typographic sculptor. He puts a little here, more over there, keeping constantly in mind his objective: to mold an advertisement that will hold the roving eye and crystallize a favorable opinion for the merchandise or services advertised.

A typographer is like any other artist or writer; he strives for perfection in each advertisement and attains what is actually a fine specimen in balance, arrangement and feeling.

WIENES TYPOGRAPHIC SERVICE

INCORPORATED

203 WEST 40TH STREET, NEW YORK PHONE, LONGACRE 7034

Texas Publishers Elect Officers

At the annual convention of the Texas At the annual convention of the lexas Press Association, recently held at Tyler, Texas, W. A. Smith, of the San Saba News, was elected president. Robert L. Baldridge, of the Chilton Record, was elected vice-president, Sam P. Harben, of the Richardson Echo, was reelected secretary and C. F. Lehman was realected treasures. re-elected treasurer.

re-elected treasurer.

In a speech before the association,
Dr. C. M. Rosser, president of the State
association of doctors, intimated that
recognized physicians are about to begin an advertising campaign.

At the same time a business session
was held by the Texas Press Weeklies,
Inc., at which R. H. Nichols was
elected president. This is an organization of papers owned by members of
the Texas Press Association.

H. M. Kyle to Join "The American Weekly"

H. M. Kyle, who has been with the Boston Globe, will join the New York staff of The American Weekly, on July 15. He was at one time with J. B. Woodward, Inc., publishers' representative, New York.

Death of J. E. Bernier

Joseph Eduard Bernier, publisher of
L'Avenir National, Manchester, N. H., died at that city on June 23.

Chicago "Tribune" Advertising Staff Meets

The semi-annual convention of members of the advertising staff of the Chicago Tribune was held at Chicago last week. The meeting was attended by 176 members of the Eastern and Western divisions.

Col. Robert R. McCormick, cocipal speaker at a dinner which was
held at the Blackstone Hotel. His
address traced the history of the Tribune and emphasized the significance of
the completion of the new Tribune Tower.

Guthrie, Okla., "Leader" Sold

The Guthrie, Okla., Leader has been sold by Leslie G. Niblack, publisher and editor, to Raymond Fields and Edward McIntire. The Leader will now be published every afternoon, except Saturday

and Sunday.

Joseph P. Winton is advertising manager and Mr. McIntire is business man-

E. A. Dennis Made Sales Manager of Service Motors

E. A. Dennis has been appointed sales manager of Service Motors, In-corporated, Wabash, Ind., manufacturer of Service trucks. He has been with the company for about three years.

made by Grammes







Etch-Art

Watson Stabilators and Hartford Shock Absorbers put more joy into motoring. Grammes Name Plates have been selected for these two sterling accessoriesanother laurel to Grammes service.

L. F. Grammes & Sons, Inc.

410 Union St.. Allentown, Pa.

New York Office Fisk Building



Our Fiftieth Year

Mfrs. Metal Specialties, Name Plates, Display Devices, Advertising Novelties

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The Atlanta Journal Atlanta, Ga.

During the past six months The Atlanta Journal has made a very exhaustive survey of Georgia. We have sent Mr. Harllee Branch, one of the most talented members of our staff, into seventy-five counties and scores of cities of the first, second, third and fourth class in Georgia. This survey made by Mr. Branch shows the following:

"First: That Georgia is in a more advanced position today than it has been in five years, and is rapidly recovering from the depression that followed the postwar deflation and the invasion of the cotton boll weevil.

"Second: That business of every kind is on a more stable basis and that underlying fundamentals are healthier than in five years.

"Third: That there has been a greater degree of agricultural diversification within the past few years than in the entire history of the state. "Fourth: That there are

"Fourth: That there are more industries, and a larger variety of industries in Georgia than ever before.

"Fifth: That phenomenal progress has been made in education in both the cities and the rural sections.

"Sixth: That thousands of miles of splendid highways and hundreds of concrete bridges have been constructed within the past five years.

"Seventh: That modern health and sanitation regulations in the counties and cities have reduced communicable diseases to a minimum, and that the death rate today is the lowest in the state's history.

"Eighth: That cultural things command a more general and profound respect today, both among urban and rural residents, than ever before.

"From the foregoing it is apparent that in the matter of industry, thrift, education and religion, Georgia is fundamentally sound.

"Notwithstanding the boll weevil infestation, which hit this state a blow from which a less prosperous and intelligent people would have taken many more years to recover, business is distinctly on the upgrade in Georgia."—From an address by Major John S. Cohen, president and editor of The Atlanta Journal, before Atlanta Retail Merchants' Association, May 28, 1025.

Advertising in The Journal Sells the Goods

The Journal Covers Dixie Like the Dew

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What the people in Portland Oregon think!

For four years the Oregon Journal has led morning and evening field in total local lineage.

That means continued leadership in the lineage that is scrutinized most closely.

For the Portland retail merchant, who knows his customers, his field, his paper and his results from actual close contact, places his advertising on the basis of **direct returns**.

Use the Oregon Journal to cover Portland and the Oregon Country.



BENJAMIN & KENTNOR, Special Representatives
New York Chicago

Does the Dealer Resist Novelties That Offer Economies?

Investigation Shows He Does Not, if Goods Are Advertised So Public May Have Confidence in Them

By W. C. Page

RECENTLY a clothing manufacturer, who stands high in the industry, published in his house-organ, which circulates among his trade as well as his own employees, the following:

"When one hears comment on the high prices of men's and young men's clothing and how economies, savings and other plans are being thought out and put into operation for the sake of lowering costs, it often fills one with discouragement and disgust because of the way the efforts to bring about these economies are resisted.

"By whom and why are these efforts discouraged are questions which many manufacturers are trying to solve. Is it in the mind of the retailer, who in turn puts it into the mind of the ultimate consumer, or is it because the whims of the ultimate consumer are reflected in the minds of the

retailers?

"Let us take an instance, that of overcoats designed to be made up unlined. It doesn't take a very keen merchant to know that if a satin yoke and sleeves are left out of a coat, it can be made cheaper than if a satin yoke and sleeves are put into it. An unlined and untrimmed garment can be sold by the manufacturer at anywhere from \$3 to \$8 cheaper than one that is trimmed, and the retailer, in turn, can sell to the ullimate consumer at from \$5 to \$12 cheaper. Yet, this idea of the unlined overcoat is being met in many quarters by positive and absolute resistance.

"We hold no brief for it, but as a means of effecting an economy, it would seem to us it should be greatly encouraged instead of discouraged, as an overcoat so manufactured does not give any less service, is equally as warm and retains just as many style features as one that is trimmed in the usual manner.

"Then, again, take the matter of satin trimming itself. This is more expensive than a serge, Italian or Venetian, yet it is insisted upon by almost the entire industry, not because it wears any better, but because it may be

industry, not because it wears any better but because it may perhaps slip on a little easier, and, of course, it does add to the appearance. It is a luxury and not an

ance. It is a luxury and economy.

"Take again the hard-faced overcoatings versus the soft-faced—everyone knows that the harder. close-nap fabrics give better service in every way than the soft. fleecy, long-napped cloths or varieties, yet in nine cases out of ten a merchant will purchase these latter kinds in preference to the hard-faced ones, knowing that they will not give service that should be expected from the price at which he must sell them. Usually, the higher the cost of the soft, nappy fabrics, the shorter the service.

"There are, of course, many economies that can be effected in the manufacturing of garments, as, for instance, the use of machine work in place of hand work, but these are too technical and too subject to a difference of opinion to discuss in detail.

"The point we are trying to make in this article is whether economies that are proposed for the benefit of the ultimate consumer are resisted by him, or are they resisted by the retail merchants so that the ultimate consumer does not even get a chance to react to them?"

Read that last paragraph again. An investigation of the matter has been made to find out about it.

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The finest printed Rotogravure Section in America

San Francisco Úlynonicle

National Representatives
Williams, Lawrence & Cresmer,
225 Fifth Avenue,
New York City.

360 No. Michigan Ave. Chicago f. J. Bidwell Co., Times Bidg., Los Angeles, Calif.

format

A good word for size, shape, color scheme, typographic style, &c. For striking effects in *format* see us before a line of copy is written.



CURRIER & HARFORD L'a

Fine Printing

27 East 31 New York Cal 6076

and the first concern interviewed was a competitor of the manufacturer mentioned. This second house makes merchandise of about the same character and price, and has as honorable a standing in the industry. Here a different story was told.

"This unlined overcoat," explained the general manager, "was originated by us as an economy feature. While it was still an innovation our trade took to it rather cautiously. Even today new customers buy it rather reluctantly, and under pressure. But it soon demonstrates its value, and so eagerly does the consumer take to it that for several years now this type of garment has far and away outsold our regular silk-trimmed overcoats, in number of units and in dollar volume."

Here was a puzzle. Possibly other types of producers could shed some light. A hosiery man was sought.

"Yes," he said, "the dealer seems at times to resist innovations that promise economy to the consumer. We brought out, when the wooland-silk hosiery became a vogue for women, a stocking of that kind, with the top and foot of cotton. That is, the visible parts were, to the eye, just the same as a stocking of all wool-and-silk; the protected parts, which do not require so much warmth, or style, were of less costly material. We didn't do so well with it. The dealer bucked."

"Why?"
"I don't know. Ask the dealer."
When another hosiery manufacturer stated that his concern was having big success with the identical type of stocking, the first man's advice was followed. A hosiery retailer was consulted.

"Well," he said, "in the race for business almost all manufacturers bring out novelties and innovations. If the dealer tried to stock all of these he would soon have his shelves cluttered up with a miscellaneous lot of odds and ends that would represent an enormous investment and, in the end, a big loss. The retailer, of course, is as hungry for fast sellers as is the manufacturer, but the

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Japan's Ambassador Is Right!

Japan's distinguished representative at Washington, H. E. Tsuneo Matsudaira, in his interview published in last week's "Printers' Ink," quoted facts and figures which should convince all, except psychopathics, that war between Japan and the United States at any future date is inconceivable.

His Excellency emphasizes the fact that the trade of the United States with Japan exceeds that of France or Germany and is next only to that of the United Kingdom and Canada. Furthermore, Japan buys more American goods yearly than China, the Philippines, the Dutch East Indies, French Indo-China, India and Siam combined.

That Japan, the leading country of Asia, is the best potential market for American goods is borne out by the following statement made by the Ambassador:

"We want more of your materials and manufactured products. We want to learn more of your business methods, your merchandising, and the wonderful power of advertising which your manufacturers are applying so effectively in our own and many other countries."

Advertisers can cover this rich concentrated market through the columns of the "Quality Group" of daily newspapers consisting of The Japan Advertiser, Jiji Shimpo, Hochi, Tokyo Asahi, Osaka Asahi and Osaka Jiji.

Combined Net Paid Circulation . . . 2,662,000 Daily



Special Representatives in America

TRANS-PACIFIC ADVERTISING & SERVICE BUREAU, Inc.

JOSEPH P. BARRY, Vice-President

342 Madison Avenue, New York

Circulation data and rates supplied for every publication in Japan

public is frozen in its likes and dislikes very often. There's no telling in advance just what will sell, except the proved staples. I stock novelties, but usually only when they are brought out by a house that has a reputation for producing novelties that sell. And then I touch 'em darn lightly at first."

A toymaker threw up his hands. "Nix on the novelties. The trade won't touch 'em. They want the same old red wagons, Noah's arks and monkeys-on-a-stick that the children have been buying since Santa Claus was invented."

TOY NOVELTIES SUCCEED

But another toy factory is headed by an ex-magician who still retains much of his boyhood ideals. He turns out no Noah's arks or monkeys-on-a-stick; his production consists entirely of novelties—outfits for chemical experiments, parlor magic and the like. His business is rated as the fastest growing in the industry, and its present volume is mighty sizable, running into the millions.

A dealer explained it this way, "Yes, the first manufacturer makes good staples. His goods are fairly priced, they sell and we buy them. The other chap has built up a business on novelties. His goods sell also. We have learned that when we buy staples from one and novelties from the other we make money. No, I don't think I'd buy novelties from the staple maker, nor staples from the novelty maker. Don't think I would. How do I know they'd sell?

"The staple man might turn out similar novelties at a little less cost, maybe; he'd figure a lower overhead, no doubt. But no, I don't think I'd buy them. The public wouldn't know the difference, perhaps, until they had tried them. There mightn't be any difference. But I reckon I'd stick to the novelty man for novelties. I'd be safer."

Another retailer was more laconic. "No, I wouldn't buy novelties from the staple maker. Tell you why. The novelty man's goods are nationally advertised. Everybody knows 'em. Nobody

York County, Penna.

Second county in Pennsylvania in farm owned cars.

- 1. York is the 14th county in the United States in agricultural wealth.
- 2. Two-thirds of the personal property tax of the county comes from outside its largest city.
- 3. Also \$22,199,800.00 paid in wages alone in York County in 1924.



York, Pa., Gazette and Daily

(Covers the whole field completely and intensively)

HOWLAND AND HOWLAND

National Representatives

NEW YORK 393 Seventh Avenue CHICAGO

360 North Michigan Avenue

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Put in a North America Coupon, too

I T costs but a few cents to insure your parcel post packages. It would cost so much more to replace them, if lost, damaged or destroyed en route.

Mail the attached memorandum for information about North America Parcel Post Insurance and rates. A coupon in every package insures automatically.

Insurance Company of North America

PHILADELPHIA

Founded "The	Oldest American Fire and Marine Insurance Company"
18 9/3-20 James American	Insurance Company of North America Third and Walnut Streets Philadelphia, Pa., Dept. W72
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Reliable Counsellors

The president of a great textile manufacturing concern near Philadelphia asked us to name the man who was best fitted to become their New York representa-

tive at a salary of \$15,000 a year.

We named the man who is now vice-president and agent of the corporation in question. We didn't do it for money. No bill was rendered to the man or the corporation for a service of this kind. The only thing we have to sell is subscriptions to and advertising space in the American Wool and Cotton Reporter.

We get hundreds of jobs for men in the course of a year, but we don't run a commercial employment agency and we don't make any money out of it, so we don't recommend a man unless he is worthy.

Nor do we solicit or carry any advertising in the American Wool and Cotton Reporter that doesn't belong there. We don't tell a man that there are opportunities for him in the textile industry unless the opportunities are patent. If you can't make a success in the textile industry, we don't want your advertising.

Within a year, a manufacturer of wooden cogs—that is, wooden teeth for big gears—asked us about the possibilities in the textile industry. We told him it offered no outlet for his product. We turned down this advertising—but another textile paper accepted and published it.

If you have something for the textile industry, if your prices and qualities are competitive, come along

with us and we will show you something.

Standard 7 x 10 Page Charter Member A. B. C. Established 1887

American Wool and Cotton Reporter

BENNETT SERVICE

Recognized Organ of the Great Textile Manufacturing Industries of America

The Oldest Textile Paper of Continuous Publication in the United States Largest Circulation in United States of any Textile Publication

530 Atlantic Avenue

518 Johnston Bldg. Charlotte, N. C.

Boston

knows the staple maker. Why should they buy his novelties and feel that they might be taking a

chance?"

It is to be noted, in this connection, that the clothing house which complained of difficulty in moving its unlined overcoats is not a national advertiser. The firm reporting success with the same type of garment uses national magazines and large newspapers to carry its announcements each season. This is also true of the hosiery houses, by the way.

The problem was laid before a business expert of national reputation in advertising and selling "National advertising may be a large part of the solution," was his verdict. "When a novelty is laid before the dealer his first reaction is, 'Will the public take it?' If he must offer the item on its merits alone he faces a harder task than if it bears the mark of a manufacturer in whose goods the public has confidence. In one case the appeal is novelty alone; in the other it is the same novelty but backed by an implied guarantee of success, worth and popularity. If Jim Smith says, 'The country is going to the bowwows, nobody listens. If Calvin Coolidge were to say, 'The country is going to the bowwows,' it would upset the stock market, slacken up business and possibly bring us to the verge of a panic. The thought would be the same; the difference would be in the authority behind it."

Twenty years ago I knew a chap who had invented a safety device for railroads. He demonstrated it in actual tests on two different roads. When a train ran onto a block already occupied by another train a rather simple electrical device threw up a lever alongside the track which engaged another lever on the locomotive, shutting off the steam and applying the brakes automatically. The engineer could be dead, that device would stop the train and prevent the collisions which too frequently shock the country. not believe any road ever adopted the device.

Contrast this with the balloon

tire. Several companies are widely advertising this latest addition to the motoring family. It shows every sign of taking quick hold of the public fancy. Now, will any-one contend that as a matter of economy to the nation as a whole the railroad life-saving device is of less value than the balloon tire? The tire may save jolts and possibly—at least it is so claimed—some money in the end. But what is this saving as compared with the loss of life destroyed in railroad collisions? The elemental difference between the two, so far as public acceptance is concerned, seems to lie in the fact that the balloon tire is being nationally advertised, while the knowledge of the railroad device was confined to a few. There are doubtless other reasons involved, but fundamentally the difference in public acceptance seems to rest on the number of people acquainted with the advantages of the respective items.

Summing up, the facts appear to be that the retailer is not opposed to novelties which offer economies, and the public is not opposed to them. Both, however, are reluctant about investing their money in those which are of unknown lineage, which come unfathered. True, this is the opinion of an advertising man, gathered from discussions with other men more or less engaged in advertising and marketing.

But isn't the selling of novelties, of whatever nature, a marketing problem? And isn't advertising a vast influence in

marketing?

H. B. LeQuatte to Direct Columbia Course

H. B. LeQuatte, president of Churchill-Hall, Inc., New York advertising agency, will direct the advertising course to be given during the summer at Columbia University. The course will start on July 6 and continue up to and including August 14.

Death of F. D. Shoemaker

Francis D. Shoemaker, president of the American Letter Company, New York, died recently. He was fortythree years of age.

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Salesmen's Trumps for Buyer's Aces

(Continued from page 6) at the market, the answer the second time to that ace is: "I heard that before. You'll be too busy at the market. Look at this."

Aces the dealer: "It's very quiet, No business."

Trumps the salesman: "That's tough. You know our company ... advertising ... dealer helps ... co-operation ... delivery ..." A talk on the merits of the com-pany that will impress the buyer when he considers future orders.

Where style is the dominant element, Mr. Oseasohn plays another card. "You're all filled up. Yes? All right. But after all its the style that gets you the biggest profit. Cloth comes from the same mills and prices are about the same. But styles differ. Now you owe it to yourself to see my styles. . . ." Another trick.

But the second strongest trump of all in the pack, says this sales manager, is a complete and familiar knowledge of the company's line.

"Smith down the street is selling that same garment for \$9." 'Just show me that garment," is the trump. "I'll show you the difference. Is it a 54-inch garment? Is it underfaced? How long is the coat? What kind of buttons has it?"

This trump of knowing your merchandise from A to Z is a favorite of city sales manager Staib of Francis H. Leggett & Co., groceries distributors. "I used to like to have dealers ask me all about my teas and coffees," "I would tell Mr. Staib says. them interesting things about the origin of the lines I sold. This was one of my biggest assets, for it helped build up dealer confi-dence in both myself and my merchandise.

"Another is persistence. It's a strong sales card in any business. I had a dealer who lay on my Tuesday route. Every Tuesday at 11 a. m. I would look into the store and he would look up at the clock. I didn't sell him a single bill of goods, but I found out something about him each time. I found that he was very loyal to the men he bought from, and I knew he would be a wonderful customer to get on my books. So I kept after him-for fifty-two Then, one day he said: weeks. 'Don't take out your book. How

always the unusual

Real (paint) color-handled by artists recognized from coast to coast for their unusual treatments, produces window displays that go over. Write direct or ask nearest office for samples, prices or preliminary sketch suggestions.



nization specializing in creating, producing, and distributing Window and 6160 MAPLE AVE. ST. LOUIS. U.S.A.

Sales Offices—Detroit: 611 Detroit Savings Bank Bldg.; Boston: 375 Broadway Montreal: 13 Montgomery St.; Chicago: 6 E. Lake St.; Tulsa: 2308 E. Fifth St.

Sales representatives wanted in New York, New Orleans, Pittsburgh, Atlanta, Kansas City.

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Nielsen Surveys Increase Sales

Industrial Buyers of today want PERFORMANCE FACTS — not details of design or general claims for your product. The recent investigation made for McGraw-Hill Company by Ernst & Ernst proves this beyond question.

Real performance facts are surprisingly rare, because they are extremely hard to get. The A. C. Nielsen Company makes it easy for manufacturers to get these facts at negligible cost.

Nielsen Surveys are complete reports on the successful performance of your product in the plants of your customers. They show comparative operating costs, savings effected, and proof of your selling claims. The signature of the owner certifies the facts and releases them for publication.

These certified performance facts greatly strengthen sales and advertising activities.

They help salesmen close more sales. They increase sales of jobbers and

They make advertising copy more resultful.

They increase direct mail returns.
Nielsen Surveys are used by over
100 leading manufacturers including
Link-Belt Company, Armstrong Cork
Company, B. F. Sturtevant Company,
De Laval Separator Company, and
International Nickel Company.

You, too, may use this service to increase your sales.

Write today for a sample survey and Bulletin No. 1 which tells the story. They are yours without obligation.

A. C. NIELSEN COMPANY 111 W. Monroe Street, Chicago

New York

Cleveland

NIELSEN SURVEYS

much is tea? How much is coffee? How much is this and that?' After I answered, he said: 'Now take out your book.'

"There's always an opening. I don't think there is any absolute barrier. A tactful, gentlemanly man can sell almost anyone."

Many sales managers say that price will always take the buyer's ace today. Many others also say that business men, in general, feel an obligation to give at least one look at any advertised line.

TWO GOOD TRUMPS

But two of the best trumps are used by the Scholl Foot Appliance Company, which sells to shoe stores and finds that shoe dealers most often play the ace of, "We're too busy selling shoes to bother with arch supports."

When Scholl salesmen find this

When Scholl salesmen find this card down on the table, they top it with the advertising portfolio trump. This folder, which shows what the company is doing for its dealers and for its product, is a strong card.

But the testimonial is even stronger. It is the strongest trump, an official of the company tells me, the salesmen have. It turns the trick often and well, and it is a trump which most manufacturers can easily add to their collection.

The testimonial trump takes the form of a letter folder containing photographed copies of actual letters written to the company by dealers who have made profits with the line. With the letter is grouped pictures and advertising of the store and dealer.

"I don't doubt at all that your line is good. But I simply haven't got any time to fiddle around with appliances when I can be selling my regular merchandise," declares the shoe man.

"Well, Macy's in New York is doing a big business in appliances. Ballou over in Providence is making good profits. Why just across the river Patten has taken on another clerk to handle his business," says the salesman.

"Is that so? Well, well! That's fine. I'm glad to hear it," politely replies the dealer and turns away, unconvinced.

"See what they have to say," points out the salesman, pulling out his trump card and showing the actual signed letter from Macy's shoe buyer and Ballou and the dealer's friend across the river. "Look at the size of the stock they carry. Look at their advertising. Must be worth while, if they go in for it like that, eh? Read what they have to say about the line."

And the testimonial shows in black and white that the things the salesman said are true, that other big stores have found profits in this accessory line.

These testimonials not only open new accounts but they successfully sell new items and seasonable goods to old customers. The letters and pictures are kept up to date, and as fast as testimonials are received from dealers they are sent out to the salesman who can use them in towns nearby. They are real trumps.

You can't always trump the buyer's ace. He sometimes can stall with "can't get the order confirmed" or "I've got to reduce stocks." But this collection of tested trumps will be a starter for a collection of your own that you can paste in the front of your salesman's order book and which will help the salesman to use up order blanks that might remain unfilled if he didn't have a selling trump right at hand to play on a buyer's ace.

New Account for Milwaukee Agency

The M. B. M. Manufacturing Company, Milwaukee, has placed its advertising account with Klau-Van Pietersom-Dunlop-Younggreen, Inc., Milwaukee advertising agency. This company manufacturers power lawn mowers and garden tractors.

New Account for Toledo Agency

The McQueen Bacteria Company, Baltic, Ohio, has placed its advertising account with The Campbell Advertising Service, Toledo, Ohio.

Joins Critchfield & Company
Miss Genevieve A. Tanberg has
joined the Minneapolis office of Critch
field & Company, advertising agency.
She was formerly with The Pierce Advertising Agency, Fargo, N. D.

DIRECT MAIL

Planned, Produced and Distributed—Through Dealer to Consumer

The foundation of an Electrograph direct mail campaign is a sound merchandising plan. It is evolved from field surveys conducted by trained investigators, followed by conferences with sales and advertising executives of the client.

Next, Electrograph copy writers, artists and layout men interpret the plan into a graphic, convincing and sequential printed presentation to the prospect.

On through the various Electrograph departments each mailing piece becomes localized for a particular city and individualized to a definite prospect.

Proceeding through myriad machine and human handlings each letter or mailing piece is folded, inserted, sealed, stamped and shipped to a local dealer anywhere in the United States for mailing in his city.

Thus Electrograph develops Direct Mail from the idea to the eye that reads and the while lifting all preparatory and detail work from both the manufacturer and his local retail dealer.

THE ELECTROGRAPH COMPANY
725 West Grand Boulevard • Detroit, Mich.

Electrograph

Individualized Distributed

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Do You Make Small Packaged Goods?



and you are confronted with the problem of creating a larger volume of sales and quicker turnover for your dealer customers—there's a tried and proven method open to you.

Get your goods "up front" on the dealer's counter—where they will be seen and sell themselves—and you'll be delighted to notice how this simple idea will be reflected in a big increase in sales.

We manufacture a display container that has been astonishingly successful in this method of merchandising. The Brooks Display Container (patented) is a combined carton and display case. Lithographed in rich striking colors, it attracts attention, advertises your product and makes sales.

Ideas, dummies and estimates on display containers for your product, furnished free of any obligation.

BROOKS BANK NOTE COMPANY

New York

Springfield, Mass. Philadelphia

Boston

BROOKS DISPLAY CONTAINER

Lithographed Folding Boxes—Labels—Window Display
Advertising—Commercial Stationery

splay

Those Samples You Send to Retailers

A Merchant Tells What He Thinks of Them as Business Getters

By A. H. Van Voris

Retailer of Hardware, Housefurnishings and Sporting Goods

Many interesting sampling adventures, from the standpoint of the consumer, have been recounted these in columns. Samples also travel the route between manufacturer and retailer. Several of these little travelers have come our way during the last few weeks and I have found real interest in analyzing the methods employed to win the retailer's interest in these varied products.

In general, this manufacturer sampling is carried on in two dis-

tinct ways:

(1) Sample is sent entirely un-

solicited.

(2) Retailer is prompted to send for sample through specific reference to it in business-paper or direct-mail advertising.

Doubtless other manufacturers may be included in a third classthose who are quite willing to send samples of their products to inquiring retailers, although making no definite mention of them, in their dealer advertising me-

Expressing my opinion as a re-tailer, I should assuredly send samples only to those requesting them, were I a manufacturer. General and promiscuous sampling to a dealer mailing list, as a means for adding new accounts, appears entirely too wasteful and expensive, since it gives no advance intimation that the dealer is at all interested in the product, from any angle.

One of our most comprehensive samples came from the U. S. Gutta Percha Paint Co., maker of

Barreled Sunlight.

The company's trade advertisement ran under the caption, "And soon she comes in for some of that Barreled Sunlight." It occupied a full page of the trade publication.

In the lower right-hand corner a triangle was boxed off, to serve as the dealer's sample application Just above it appeared nouncement: "Use the coupon. announcement: the coupon for free samples of Barreled Sunlight and Undercoat.

The boxed-in coupon read:

We want you to try Barreled Sunlight. Fill in your name and address for sample of Undercoat and Finishing Coat.

Then here is the letter that accompanied the sample:

Thank you for your inquiry of— showing interest in Barreled Sunlight. By parcel post we are sending you a

sample.
Try Barreled Sunlight out in com-

sample.

Try Barreled Sunlight out in comparison to any other paint or enamel and you can well believe that your customers will like it because it is easy to apply—it is the whitest white and most permanent gloss imaginable—and because of this opacity it is possible to do with one coat what would ordinarily require two coats of enamel.

Made by our exclusive "Rice Process" (no varnish) Barreled Sunlight will not show brush marks or laps. It gives a finish that is smooth, white, washable—easy to keep clean and retailing for less than the price of enamel. Your profit, figured on the enclosed cards, averages over — per cent based on your cost, about — and — per cent based on your selling price.

Extensively advertised in (two well known household magazines) and other national mediums, dealers report that Barreled Sunlight is the quickest turning article in the store. To direct prospects to your store, we co-operate with unique sales helps—movie slides, newspaper advertising on a — basis, and a window trim including flasher run by electricity. and a window trim including flasher run by electricity.

by electricity.

We are asking our distributors —

of — to get in touch with you if the
opportunity is open for a new Barreled
Sunlight account in your locality.

And on the day following the date of the above, the jobber mentioned in the letter wrote us, as indicated.

The enclosures with the com-pany letter were an eight-page folder and two cards, one of the latter a price card of the product,

The sample itself followed the

immediately and shipped in a parcel post screw-top pasteboard and tin container, arriving in perfect condition.

A full page in a trade journal was likewise used by the Dennison

Manufacturing Company.

This advertisement featured the company's glue, with the heading: "Build a Profitable Business with Dennison's Glue-It Sticks."

The dealer coupon was set apart by a broken line, across the bottom of the space, with the invi-

tation just above it.

Inasmuch as I had recalled that this company had made a previous special appeal on tags and labels for different lines of retail merchants, I requested samples of these items when writing them, which fact accounts for their reference to them in the letter:

Your inquiry dated -- is appreci-

Your inquiry dated — is appreciated, you may be sure.

Enclosed is a booklet giving complete information about our tags and labels, in which you will also find some actual samples of our work. Under separate cover we are sending you a small can of Dennison Glue. If any of the samples particularly appeal to you, just send them in and we will gladly quote prices. Or if you say so, we will make a sketch of a tag or label for you. Our doing so does not obligate you in the least. You undoubtedly have some ideas and suggestions as to design and color combination that you would want incorporated in your tags. Just let us have them. Our artists are at your service. Practical and laboratory tests continually prove that Dennison's Glue is the strongest cold liquid glue made. When once tried it is, therefore, demanded by workers in factories or shops where quick and permanent adhesion is required. Test the glue which we are sending you. We are confident that you will find all we say is correct.

We hope we shall have the pleasure of hearing from you again soon.

The booklet enclosure referred to is an interesting folder of forty-eight pages with illustra-tions and index; it shows the Dennison line of dealer tags and specialties.

There were twelve sample tags and three labels, all made for

hardware stores.

The sample of glue came along with the letter and was carefully packed for parcel post shipment in a small wooden box, with ex-celsior wrapped around the metal glue container inside.

The Westcott Rule Company has a sample yardstick (merchandise item) to send to dealers.

A full page in a trade journal announces the offer, with about one-third of this space given over to the coupon.

The letter to the retailer about

the sample reads:

We have mailed you under separate cover a sample Westcott yardstick. You will notice that this stick is very nicely finished, accurate and durable. You will be surprised to know that it retails as low as —. Your profit on this style when bought by the gross is cent on your investment.

Other styles from — to — are

Other styles from — t described in full in circular. to

This circular gives you the Westcott proposition in a nutshell. The plan itself is an old one; as applied to yardsticks it is entirely new. It is not necessary for us to write a treatise to get our thought across to you. It is simply this: There are many household articles not half so necessary as a yardstick, for which national demand has been created and, in which a rapid turnover has re-sulted. The same thing can be done

and, in sulted. The same with yardsticks.

In fact, it is being done. Many dealers who have taken on Westcott sticks report an amazing rapidity of turnover. We want you to get behind Westcott.

There is a bigger field think.

The balance of the letter is given over to a trial stock-order suggestion, with mention of a free display rack to accompany the order.

The sample vardstick came with the letter and a circular contained dealer suggestions for selling the article.

Let us turn, now, to a few un-

solicited samples.

The heavy envelope container of the first announced it as being sent to the retailer from the Cloth Department of The Tie Company, Unadilla, N. Y. These folks are jobbers of silk, woolen and cotton goods.

In the envelope we find no direct letter to the retailer, but the company's proposition is printed on a card enclosure, with this in-

formation:

From Cloth Department of The Tie Co., Unadilla, N. Y. Samples herewith are for Motor Robes. They are all Wool and made by the American Woolen Co.

Two yards fifty-four inches by seventy-two inches makes a fine Robe. They do not need binding for they will not ravel.

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THE KEY TO THE KEY POSITION OF THE BRITISH ISLES

THERE'S most probably a market for your I product in the British Isles.

If you have already come to this decision and intend to invite the British Public to buy your product, let me give you important facts about a territory which is the key position to British Trade. This territory is the testing ground of almost every product put on the English market. It enables the advertiser to learn what measure of support he may reasonably anticipate in a National Campaign. It is also a territory which is inexpensive to work.

This territory, but 100 miles across, contains over 10,000,000 inhabitants. It is the industrial centre of Great Britain, proved by Bankers' Clearing House Returns the wealthiest area in Great Britain. Advertisers testify to its responsiveness.

A campaign can be arranged for your product which will ensure a thorough and complete saturation of the territory and place your product in the homes. The scheme will not be a costly one but it will be efficient.

J. Murray Allison, Advertising Director

ALLIED NEWSPAPERS LTD.

GRAPHIC BLDGS., TALLIS ST., LONDON **ENGLAND**

Telephone: City 2130

GATATATATATATATATATATATA

The price to you is given by the red number. Thus 400 means the Robes cost to you \$4.00 delivered. In selling you can add your profit. The winter of 1921 and 1922 we sold over 125 two yard cuts for Motor Robes. This at retail from your store.
You can easily sell these Robes from \$4.00 to \$10.00 each. We guarantee them to be All Wool. These Robes weigh from four to five pounds each.

were four sample swatches of wool robe material in the envelope, as well as an addressed envelope and an order blank.

Granted that the information given was quite to the point, still, I think the whole would have made a much stronger selling appeal to the merchant if the jobber had worked out a good sales letter to be included with his other items.

The next lot came from the Doty and Scrimgeour Sales Co., Inc., which has a line of windowdisplay accessories for the retailer.

Again, there was no letter but a large folder illustrated, described and priced the line and at the bottom of the last page was an invitation to visit the company's New York showroom.

The sample was a wire-pinned booklet and several extra cutsheets, sampling various window display papers. Printed on the display papers. Printed on the back of each bit of colored display paper was the size and price of same in roll form. The line is extensive, prices reasonable and since it should be of interest to all merchants, the general method of sampling seems well undertaken.

Henry Gilbert and Sons, Harrisburgh, Pa., have hit upon an inexpensive manner of sampling one of their products for a dealer mailing list. This product is aluminum wire and an actual sample about three inches long is attached by looping to a sturdy three by six inch shipping tag. The tag carries this message:

Attached is a piece of special alloy Aluminum Wire, Gilbert's 1840 Brand, which we have made up after years of experimenting.

Bend it and test it yourself. See how pliable it is and not brittle like ordinary aluminum wire. It also has a minimum of stretch.

Direct Mail Advertising Salesman

wanted by one of the largest printing institutions of the country, located in New York City.

A man who, through experience, understands the fundamental principles and practical workings of marketing, merchandising and distribution; one who can talk with prospective client in latter's own language, and because of his experience and knowledge inspire confidence. Young enough not to have his ideas set in hard and fast grooves, but not so young that prospective clients would feel that a man of his years could not have had the necessary experience.

What he is to sell here is the power or force to accomplish the client's objective, by means of high-grade, effective, direct-mail printed matter.

This concern is already serving large clients well, but desires to add just one more thoroughly competent man.

Interviews will be granted only to those who in their replies give full information which will be treated in strict confidence.

Address: "N," Box 201, care of PRINTERS' INK.

2, 1925

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We are putting this out in coils of fifty feet and 100 feet, with an explanatory linen tag fastened to each coil, for use as CLOTHES LINE.

Our Dealers who have taken this on have had great success because it is a non-corrosive, non-rusting, everlasting clothes line, which may be left up all the time.

the time. Why not put in a dozen coils of each size; it will mean a good profit and increase your list of satisfied customers. Packed one dozen coils to carton—

(price here).

Sash cord is also easy for the manufacturer to sample to the dealer because of the small unit which can be sent. Such sampling by the small piece is carried on by Hooper Sons Manufacturing Company.

The letter calls attention to two different grades of sash cord in

the following manner:

Due to the increase in practically every line of business you will soon be called on to supply an unlimited demand for quality sash cords. We urge that you anticipate your requirements for whatever you may need up to April 15, 1925, so that you will be protected against any further advance in the prices raw cotton.

Our cords are sold on a strictly net or cords are sold on a strictly net weight basis and are packed twelve dozen hanks to the bale. On bale lots we are pleased to quote subject to im-mediate change without notice as fol-

PARKDALE STERLING (weights and prices) (weights and prices)
A liberal order placed at this time will undoubtedly prove to your advan-tage. Order one or more bales today.

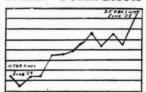
Sampling of this sort, with reference to an increase in prices for the product should be of benefit to the retailer, as well as bringing probable business to the company.

An illustrated two-fold cardboard mailing piece, done in color, was issued by the E. J. Wirfs Organization, St. Louis, Mo., carrying a three-inch sample of weatherstrip stitched to the card.

This is a well-planned piece and its quality of workmanship is nicely calculated to win favorable attention from the retailer.

One illustration shows a cutaway section of a home, family inside well protected from the chill of winter, with weatherstrip around all doors and windows. Next comes a close-up of the product as applied to a door. The sample is wire-pinned securely on

THE **GREAT "COME-BACK"**



117% INCREASE

The remarkable improvement in sales of Tractors, Farm Equipment and Country Hardware is strikingly evidenced by the greatly increased lineage in

FARM MACHINERY AND HARDWARE

St. Louis, Mo.

Ask for facts about the merchandising of these lines.

"Find me a young man," says the publisher of a great newspaper, "whom I can train to be my successor.

"He will assist me in handling the local end of national advertising. Starting salary around \$125 a week, I suppose. fast and far he's promoted depends upon his salesmanship. Nothing will stand in his way."

This ad seeks applicants which we can finally recommend to the executive quoted above.

Address, in confidence, a comprehensive letter "W." Box 203, Printers' Ink.

the inside fold. List price is quoted; how packed and shipping weight; size and so on and the final paragraph heading of this "the strip of a hundred uses" is:

"What Users Say."

The Ferry Cap and Screw Company, an advertiser of national prominence, recently sampled one of its products to retailers who should prove logical customers. The item is a Ferry Process Screw (set screw) and it came in a cloth mailing sack, with letter attached in an envelope stitched to sack. The sample received was amply large for careful inspection, being a 7/16 x 21/2 screw, tied to a tag of the common size designated as a shipping tag.

Both sides were printed in two colors, one side with this inscrip-

tion:

Compare with Milled Screws Buy Ferry Process Screws
Heat Treated—Bright Finish
As manufactured under
Ferry Patented Process (name and address) Compare with Upset Screws

The reverse invited the dealer's attention to:

Keep This On Your Desk Compare These Advantages with other makes:

1. Heat Treated (By Ferry Labora-

tories)

Bright Finish (By Ferry Methods)

Heads Die Made (By Ferry Patents)

Smooth Hex. Heads (By Ferry Process)

5. Eighteen Years Experience (By Ferry Pioneers) 6. Nationally Preferred (Buy Ferry

Screws) Compare With Other Makes

The letter developed in further detail the features pointed out to

the retailer on the card.

Our final sample is that of Cel-O-Glass, a product of Cello Products Inc., of New York City. This company's retailer sampling campaign is most informally interesting and one way in which it is brought to the dealer's attention is by means of a full-page card insert in a trade publication.

This card is strikingly done in red and black, with a caricature illustration which forcibly focuses attention upon the name of the The illustration occuproduct.

pies one-third of the card; next comes the copy and finally a detachable mailing card, self-addressed and on the reverse a blank form for the dealer's signature in requesting further information from the company.

Here's the copy:

Will Wonders Never Cease!
Who'd ever think that anyone would ever improve upon ordinary glass? But here it is! Cel-O-Glass. Use it in place of glass—anywhere. Unbreakable, rainproof, snowproof, hallproof, heatproof, rustproof, light in weight, durable—that's Cel-O-Glass.
Everyone needs Cel-O-Glass. Thousands are using it in hundreds of places where light and protection from weather are essential. Just a few of these uses are: poultry houses, greenhouses, hothed sash, coldframes, cellar windows, storm doors, garages, barn and outhouse doors, windows, skylights, factory partitions, and many others.
—Before you return the postcard, read the next page the next page-

Which follows in this fashion:

Profits a-plenty! Cel-O-Glass is the easiest thing in the world to sell. Why, it sells itself! Comes to you in rolls—no breakage, no waste. Store it in a corner; cut it with ordinary shears. Hammer and tacks are the only tools needed to put it up. Everybody buys it because it is so practical and economical. Cel-O-Glass is heing advertised na-Profits a-plenty!

tical and economical.

Cel-O-Glass is being advertised nationally in farm journals, florist and poultry magazines. We supply you with booklets, construction manuals, beautifully lithographed counter display with samples—everything to help you make a lot of easy money with this big-demand material. Get the facts at once. The big season is here.

NOW! send the postcard and get the words of the sweetest cash register music you ever listened to.

music you ever listened to.

Upon sending the postcard, the retailer receives from the company a letter acknowledging the inquiry, quoting prices and thanking him for his interest.

This letter comes under firstclass coverage in a six by nine envelope with seven enclosures-a sample of the product two by three inches in size, a price sheet, four folders for dealer's use with local prospects and a five and a half by eight and a half booklet containing sixteen pages of illustrations, information and suggested uses of Cel-O-Glass.

campaign seems planned and quite unique in its informal dealer message of sales appeal.

Announcing the appointment of

FROST, LANDIS & KOHN

as our National Advertising Representative.

They have a good story to tell you about St. Petersburg and about The Evening Independent.

Here are some of the facts:

POPULATION in 1890 was 273. In 1900 it was 1,574. In 1920, 14,239. In 1924 (State census) 37,000, but over 100,000 in the Winter.

BANK DEPOSITS, 1916, \$2,240,637. In 1925 (1st four months) \$30,533,101.

BUILDING PERMITS, 1920, \$2,801,120. 1924, \$9,533,700, and for 1st four months 1925, \$4,998,800.

We have 4,500 hotel rooms, 325 apartment houses, 11,500 homes.

Our circulation in May was 8,826. We can guarantee over 10,000 beginning October 1st, and an average of 13,000 for the 6 months beginning Nov. 1.

Rate 4c until September 1st.

Outside papers do not cover St. Petersburg. The Independent does and thoroughly.

Good business here. Let us help you get it. Full co-operation offered.

The Evening Independent st. petersburg, florida

"The Sunshine City"

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2, 1925

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PRINTERS' INK

Registered U. S. Patent Offic

A JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC. Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500, President and Secretary, J. I. Romer. Vice-President, R. W. LAWRINCE. Treasurer, DAVID MARCUS. Sales Manager, Douglas Taylor

Chicago Office: Illinois Merchants Bank Building, Gove Compton, Manager. Atlanta Office: 704 Walton Building,

Atlanta Office: 704 Walton Building GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building

St. Louis Office: Syndicate Trust Building, A.D. McKinney, Manager. San Francisco Office: 564 Market Street, M. C. Mogensen, Manager.

M. C. Mogensen, Manager. Canadian Office: 92 Adelaide St., W., Toronto, H. M. Tandy, Manager.

London Office: 40-43 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00. Advertising rates; Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 56 cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor JOHN ALLEN MURPHY, Associate Editor ROY DICKINSON, Associate Editor ALBERT E. HAASE, News Editor

C. B. Larrabee Roland Cole
E. B. Weiss Bernard A. Grimes
Thomas F. Walsh

Special Contributor

James H. Collins, Special Contributor A. H. Deute, Special Contributor Chicago: G. A. Nichols D. M. Hubbard Russell H. Barker

Russell H. Barke Washington: James True London: Thomas Russell

NEW YORK, JULY 2, 1925

It's Mostly a Matter of Work

W. A. Wilkinson, advertising manager of the Gordon-Van Tine

Company, of Davenport, Ia., the mail-order lumber firm, in a recent conversation with a Printers' INK staff writer, said:

"We are discovering that conditions do not have nearly so much to do with results in the way of sales volume as does the effort we put forth ourselves."

Earl W. Newton, a Chicago manufacturer's agent, later told the same writer that he had been obliged to discharge some of his salesmen because, over a considerable period, they had not produced enough business to make

their drawing accounts. The men ascribed their poor records to "conditions," declaring sales resistance was too great to overcome. Yet several men in the same organization had passed their quotas by a considerable margin.

"As a matter of fact," Mr. Newton said, "this is a normal year so far as demand for merchandise is concerned; but competition is so keen that salesmen really have to work. If they will work hard enough they can make a satisfactory sales record. If they won't, they can't."

These two expressions, coming from men in widely divergent lines of business, make highly important and timely reading.

tant and timely reading.

"Conditions" is the name of the salesman's scapegoat. Upon "conditions" he places the blame for doing many things he should not do and for leaving undone many more things that he should do.

It is not so much that conditions are bad as that not enough earnest merchandising effort is being put forth. If we were asked to prescribe a remedy for a firm whose sales volume was falling behind, we believe, other things being equal, we should sum it up in one comprehensive word, "work." And what would apply to one would operate equally well with another, be he mail-order man, manufacturer's agent, manufacturer, jobber or retailer.

Several jobbers The Wrong and retailers Way to Tell? have recently been suggesting to manufacturers a method of approach on coming advertising campaigns which they consider better than the one commonly used. As John M. Townley, vice-president of a hardware jobbing concern, puts it, "a great many factory representatives in talks before buyers make a great mistake in talking about the tremendous amount of money that they are expending on an advertising campaign, referring to it in hundreds of thousands of dollars."

This jobber thinks it would be far better if the salesman who calls on the jobber and retailer 925

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would produce facts and figures to show how little the advertising appropriation amounts to per unit, or how consistent advertising, by building quantity production, had actually cut the cost of each article to the consumer. It is farbetter, he thinks, for the advertiser to emphasize the low cost of advertising instead of the great amount to be spent.

question interesting brought up by such a suggestion. Obviously, the average retailer cannot be expected to make deductions concerning the economies of advertising when a salesman shows him a portfolio of full-page advertisements and stresses the great amount of money each will cost. The retailer is far more likely to ask why the company doesn't divide the big amount of money with him. On the other hand, a statistical presentation of how little the advertising amounts to per unit would lack force, and would be a difficult thing for the salesman to enthuse over.

Many big advertisers have been telling in the pages of PRINTERS' INK just how they answer consumers who ask questions regarding the manner in which the company's advertising benefits them. In such replies are interesting facts about reduced costs, guarantees of quality, consumer availability and other pertinent information.

Such ideas offer valuable ammunition for the salesman who sells the retailer the company's advertising campaign in its relation to the retailer's own business. The presentation of a coming campaign to the retailer is as much a selling job as is the sale of merchandise to him for his resale to his customers. It is just as much a selling job as the presentation of any other part of the company's policy.

A Sign of Sense

A product which is greater than the service it what the radio industry has been turning out. The wooden box with its tubes and its varied mechanism which is gathering dust in so many American

homes today is more wonderful by far than the messages which now come through it.

This element of wonder, however, has spent its strength. The public knows all it cares to bother its head with about the mechanism of radio. It is now looking for service from the investment it has made.

Since 1922, Printers' Ink has been stating and restating the fact that the public wants service from a radio receiving set. We have done this, not because we were especially concerned with the radio industry, but because advertisers were looking for advice as to whether or not broadcasting is an advertising medium. We have told them early and late that broadcasting absolutely is not an advertising medium. In doing so, we have emphasized the fact that broadcasting service is the responsibility of the manufacturer of radio receiving sets and a service which the recipient should pay for.

The truth and economic justice of this statement is obvious. But receiving set manufacturers, with but few exceptions, in an endeavor to avoid the responsibility and to make all the money they could while the sun was shining, have consistently denied the truth of this position, or ignored it entirely.

Signs of sensibility in the radio industry on this subject are showing themselves. In publications concerned solely with the radio industry such signs can be seen. As a specific example we refer to Radio Digest, which reports and lists schedules of broadcasting stations of the country. In this publication there recently appeared an editorial which read:

"Great Britain now has an estimated ten million listeners, based upon three million actually paid receiving licenses. The responsibility of the administration of an adequate broadcasting service is therefore obvious. Britain serves its listeners well.

"Britain's broadcasting system is not organized or conducted for the profit of the broadcasters. No kind of advertising is permitted.

"Furthermore, the British Broad-

July 2, 1925

casting Company does not consider it its duty to give the public what it wants. On the contrary, it is following the idea that its duty is to give the public what it should

nave.

"The British subjects didn't like this policy at first. Now it would be difficult to make them believe that it is not the best in the world.

"Sometimes we wonder if the United States Broadcasting system, if we may call it that, is comparable with the British. The chaos, advertisements, cheap artists and tawdry material often heard from the majority of our stations brings this question to mind with much force."

Surely this is a sign of the first

awakening to cold facts.

Show the Goods

Goods

1890 tried to sell their vehicles by catalogue. They finally became convinced that the better way was to place the vehicle on their floor. That created a demand for buggies, spring wagons and surreys, and this business soon developed into a large volume."

So writes E. P. Johnson, sales manager, John Deere Plow Company, in Farm Machinery and

Hardware.

Forty years have passed since implement dealers made the discovery that the best way to sell merchandise is to show it. The principle, however, is as sound today as it was then. The Cannon Mills, Inc., offer testimony which proves that "the more you show, the more you sell," to quote from current Cannon towel advertising. Week after week, this advertiser, in business-paper copy, cites examples of how various department and other stores have multiplied their sales of Cannon towels by displaying pile upon pile of them.

Buggies or towels, 1885 or 1925—the way to sell is to display. This is why manufacturers such as the William L. Gilbert Clock Company, the Wausau Abrasives Company, maker of sandpaper, and others are putting up their products in counter display de-

vices. They know that the product which is seen is the product which sells and they are making every effort to secure store position for their items which will add to their attention-attracting potential.

Mr. Johnson mentioned another bit of history which goes further to prove that sound selling principles cannot be worn out through "Back in the continued usage. he writes, "travelers nineties," made their contracts with their dealers by assisting the dealers as much as possible in selling goods to their farmer customers and in giving demonstrations at that Mighty few successful time. salesmen do not follow the exact same procedure today.

A Breeder of Cynicism

of Cynicism

the public of 1925. It wasn't surprised in the least to learn that Dayton, Tenn., was using young Mr. Scopes and an anti-evolution law as a press agent stunt.

Fed up and lambasted with one press agent scheme after another, it accepts scarcely any "news" as honest. It looks and probes for the ulterior motive and often ascribes to honest endeavor some very plausible motive of its own creation. The reported disappearance of the Amundsen Polar Expedition, for example, was looked upon by some of the public as a "publicity stunt." "The longer he stays away the more he'll get for his articles," was the way the public expressed itself on news about Amundsen.

It matters not what the big news event may be, the mood of the public is, to find "the reason behind the news." In other words: It wants to know who is going to make money out of any big publicity splurge that comes along.

We submit these thoughts to manufacturers bitten with the socalled "free publicity" bug, with this observation: The public isn't as dumb as it is reported to be by press agents. And the press agent isn't as smart as he is reported to be by himself. Sometimes the public thinks a jump ahead of him. , 1925 prod-

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Newell-Emmett Company Incorporated

Advertising . Merchandising Counsel 120 WEST THIRTY- SECOND STREET

New York

AN ADVERTISING AGENCY FOUNDED ON THE IDEA OF RENDERING SUPER-LATIVE SERVICE TO A SMALL NUMBER OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co. Johns-Manville Incorporated Western Electric Co. American Chicle Company The T. A. Snider Preserve Co. Loose-Wiles Biscuit Co.

"NOT HOW MUCH, BUT HOW WELL"

149 of a series showing effective coverage of national advertisers

Hupmobile



Hupp Motor Car Corporation

Newspaper advertising expenditures in 1924

\$750,000°

Magazine advertising expenditures in 1924

\$295,980**

Hupp Motor Car individuals who are readers of Printers' Ink and Printers' Ink Monthly

NAME	TITLE	WEEKLY	MONTHLY
O. C. Hutchinson	General Sales Manager	Yes	Yes
Frederick Dickinso	nAdvertising and Asst. Sales Manager	"	"
R. S. Cole	Sales Promotion Manager	66	66
E. Tucker, Jr.	Sales Promotion Dept.	66	66
A. B. Drury	Sales Department	66	66
F. W. Munro	Advertising Dept.	66	66
J. C. Fouse	66 66	66	66
G. B. Greene	44 44	44	"

^{*}Compiled by Bureau of Advertising of the American Newspaper Publishers Association.

**Compiled by the Crowell Publishing Company.

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THLY

How Printers' Ink builds its circulation

The advertising pages of 951 business papers, newspapers, general magazines, farm papers and industrial publications are carefully checked for new subscription prospects for PRINTERS' INK and PRINTERS' INK MONTHLY.

Every subscriber secured through this source is an actual buyer of advertising. Because of this method of selective circulation, the PRINTERS' INK Publications, which are read by the executives with the "yes" power, thoroughly cover the fields that are advertisingly alive with a minimum of waste.

Recent surveys of important sources of advertising will be shown on request.

PRINTERS' INK PUBLICATIONS

185 Madison Avenue, New York

Advertising Club News

Pacific Coast Advertising Association to Meet

The Pacific Coast Advertising Clubs Association will meet at Seattle, Wash., on July 20, 21 and 22. This association, which covers the twelfth district of the Associated Advertising Clubs of the World, includes California, Washington, Oregon and Alaska. The program,

in part, follows:

July 20, Morning: Address of Welcome, E. J. Brown, Mayor of Seattle, and Roland H. Hartley, Governor of Washington.

Washington.
Dr. Henry Suzzalo, president of the
University of Washington will speak
on "The Inspiration of Advertising."
Noon: A three-minute speech contest
on "The Value of an Advertising Club
to a Community" will be presided over
by Rollin C. Ayres, advertising director
of the Zellerbach Paper Company, San

Francisco.

Afternoon: Departmental Round Table Topics: "Community Advertising," Marshall N. Dana, Fortland Journal, chairman; "Direct Mail Advertising," O. C. Haney, American Multigraph Sales Company, Los Angeles, chairman; "Financial Advertising," F. R. Kerman, Bank of Italy, San Francisco, chairman; "Graphic Arts," Wallace L. Kibbee, San Francisco, chairman; "Educational," W. D. Moriarty, School of Business Administration, University of Washington, chairman, and "Newspaper Advertising," Walter P. Burn, Bureau of Advertising, American Newspaper Publishers Association, San Francisco, chairman.

Newspaper Publishers Association, San Francisco, chairman.
Other topics for this session will include, "Outdoor Advertising," Charles Duncan, Foster and Kleiser Company, San Francisco, chairman; "Public Utility Advertising," W. P. Strandborg, Portland Electric Company, chairman and "Retail Advertising," John M. Kemp, Jacobi Brothers, Los Angeles, chairman.

Kemp, Jacobi Brothers, Los Angeles, chairman.

July 21, Morning: "Advertising and the Rising Standards of the American Consumer," E. T. Meredith, Meredith Publications, Des Moines; "Word-Seed and a World-Wide Crop," Dr. E. O. Holland, president, Washington State College, Pullman, Wash.

Noon: A three-minute speech contest will be held on "How Advertising Reduces the Cost of a Commodity to the Consumer."

Atternoon: An inspection of advertis-

Afternoon: An inspection of advertising exhibits and the annual business meeting and election of officers.

July 22: The day will be devoted to optional convention tours of the sur-

rounding country.

Made Secretary of Dayton Club

W. E. W. Keever has been elected secretary of the Advertising Club of Dayton, Ohio, succeeding E. P. Corbett resigned.

The club held its annual picnic on

Goldman Wins Cooperstown Tournament

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The annual tournament of the Amer-

The annual tournament of the American Golf Associaton of Advertising Interests, which was played at Cooperstown, N. Y., through June 22 10 26, was won by Louis J. Goldman. In the final match he defeated W. Roy Barnill. The match was played over thirty six holes, Mr. Goldman coming through with a card of 40, 38; 78, 74—152 while Mr. Barnhill finished with 37, 39; 76, 78—154.

A. C. G. Hammesfahr led the first sixteen in the finals with Duncan M. Stewart close behind, 5 and 4. Walter R. Jenkins, Jr., led the second sixteen, defeating W. R. Hothkin, 2 and 1. In the vanquished eight, Montague Lee defeated Roy W. Porter, 3 and 2.

William F. Haring was first in the third sixteen, defeating Nelson J. Peabody, 3 and 1. In the losing eight H. E. Kelley defeated W. B. Littell, 2 and 1. Arthur J. Hull was elected president of the association at its annual meeting which was held following the tournament. Frank F. Soule was elected first vice-president; W. E. Conklyn, second vice-president, and Clair Maxwell, secretarry-treasurer. tary-treasurer.

Six-Point League Appointment

A meeting of the new officers and executive committee of The Six-Point League, New York, was held at the New York Advertising Club on June 23. At this meeting M. P. Linn, the new president, submitted the appointment 23. At this submitted the appointment of the following committee chairmen, which received the approval of the executive committee: W. H. Dodge, the executive Committee: W. H. Dodge, membership; the executive committee: w. H. Douge, publicity; Herman G. Halsted, entertainment; George A. Riley, membership; M. D. Hunton, newspaper promotion; Joseph F. Finley, agency relations, and Ralph R. Mulligan, directory committee. mittee.

New Officers of Rochester Club

John Palmer Day, district sales manager of the National City Company, was elected president of the Rochester Advertising Club at the annual election which was held last week. He succeds Arthur P. Kelly, of the Eastman School of Music. Milton C. Williamson, of the Bausch & Lomb Optical Company, was elected vice-president, and Charles A. Elwood, Elwood Coal Company, treasurer. The following were elected directors: James J. Carmichael, Amos H. Cobb and Ralph T. Coe.

Baltimore Club Elects

E. L. Gunts, President
E. Lyell Gunts, of E. Lyell Gunts,
Inc., has been elected president of the
Advertising Club of Baltimore. E.
Lester Muller was elected vice-president,
Norman M. Parrott, secretary-treasurer
and Walter V. Harrison, counsel.

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New York Bureau Extends Work to Brooklyn

The Better Business Bureau of New York has actively extended its operations to Brooklyn in co-operation with the to Brooklyn in co-operation with the Brooklyn Chamber of Commerce. A total of \$11,000 has been raised among the business men of Brooklyn toward a fund of \$20,000 which will be used to cover the expenses of the Bureau's work in curbing unethical business pracand inaccurate advertising Brooklyn.

Brooklyn.

This fund is being raised under the auspices of the Brooklyn Chamber of Commerce by a committee of which Herman Neaderland, of A. I. Namm & is chairman.

Son, is chairman.

Simon F. Rothschild, Abraham & Straus, has been appointed a member of the Bureau's board of directors to represent Brooklyn. Walter Hammitt, Frederick Loeser & Company, and James McEnery have been elected to the advisory council of the merchandising section. William S. Irish, First National Bank, and Thornton Gerrish, Bank, and Thornton Gerrish, Bank, and America, have been appointed bank, and advancement of the investor's to the advisory council of the investor's

H. G. Aldrich Wins St. Louis Advertising Tournament

H. G. Aldrich, of the Goodfellow Lumber Company, won first prize in the second tournament of the St. Louis Advertising Golf Association, at the Normandie Country Club, recently. An-drew Jackson Moore, of the H. S. Col-lins Printing Company, won second prize and the third prize went to Sam P. Judd, of the Mercantile Trust Com-

Forty-seven members took part in the tournament, the largest number of players in the history of the association. The next tournament will be held on July 17 at the North Hills Country

Rochester Club Holds Golf Tournament

Francis P. Ferrick, of the Howe and Rogers Furniture Company, and Trafton M. Crandall, of the Cochrane-Bly Company, were winner and runner-up respectively, of the annual golf tournament of the Rochester Advertising Club, at Rochester, N. Y., last week. Prize for low gross score went to Channing B. Lyon. Amos H. Cobb won second prize for low gross. Thirty-four members of the club participated in the tournament. tournament.

R. D. Friend Re-elected President of Sioux City Club

R. D. Friend, advertising manager of the Pelletier Company, Sioux City, Iowa, has been re-elected president of the Sioux City Advertising Club. Other officers elected were: Vice-president, Homer Gill; secretary, B. J. Abraham, and treasurer, Frank Kirk.

Price Cutting on Radio Not Due to Large Discounts

"THE TALKING MACHINE JOURNAL" NEW YORK, June 25, 1925. Editor of PRINTERS' INK:

In an article in your June 25 issue, by Martin Hastings, Jr., on summer selling in radio, is the statement that the radio manufacturers allowed too large a margin of discounts both to jobbers and retailers when they first started in business.

Owing to the fact that radio started with discounts of 15 per cent and 10 per cent to the dealer and jobber reper cent to the dealer and jobber re-spectively, and as it is only this season that the trade has followed our efforts in securing a 40 per cent discount to the dealer and a 20 per cent discount to the jobber, it would seem that the price cutting certainly was not due to large discounts.

In other words, this season the dealars and jobbers are getting the largest discount they have ever had, because many dealers report that it takes from 30 to 35 per cent to sell radio receiving sets.

ing sets.

The price cutting was due to an influx of sucker money in the radio business, creating a drunken orgy of manufacturing that even Bromo Seltzer was useless for the morning after.

Dealers were turning their money two to three times a month, or at the rate of twenty-four to thirty-six times a year, and the price cutting was done by a bunch of newcomers in the retail field who merely maintained a store, taking customers from regular shops, who otherwise would have bought at otherwise would have bought at full prices.

As an example of this, we know of a dealer in Brooklyn who last year did \$506,000 worth of radio business, and

\$506,000 worth of radio business, and actually made \$6,000 profit.

Outside of this, the article that Mr. Hastings wrote is admirable from every viewpoint. We have the brains in our industry to regulate prices and to stabilize the industry, but conditions have been like a life saver in a rough surf trying to pull out twenty people at the same time. Each month, however, shows an improvement in radio warefeling. ever, shows amarketing.
"The Talking Machine Journal,

GLAD HENDERSON, Editor.

New Shampoo to Be Advertised by West Electric

A national advertising campaign is being planned by the West Electric Hair Curler Company, Philadelphia. on Hair Curler Company, Philadelphia. on a new shampoo product which it is marketing under the name of Softex. Plans call for the use of magazines and newspapers. This company also is using magazines and newspapers in a campaign which it is now conducting on West electric hair curlers and wavers. The New York office of the H. W. Kastor & Sons Company has been appointed to direct the advertising of this account. of this account.

The Little Schoolmaster's Classroom

SALESMANSHIP is no less salesmanship when it is used by an employer to sell a job to a prospective employee than when it is used to sell goods or service. The same principles are involved. The following incident, therefore, is excellent classroom material, and the members of the class will do well to get out their notebooks and record the implications, if not the

fact itself.

Not long ago, the head of a certain large publishing house gave a dinner to commemorate the twenty-fifth anniversary of two of his employees. All of the officers of the company, the heads and assistants of the various departments, to the number of over 200, were invited to attend and do honor to the two men who had rounded out their creditably twenty-five years of service. president of the company, a whitehaired pioneer in his field, acted as toastmaster and called upon one after another of those present to contribute his bit of testimony to the personal qualities and successful achievements of the two guests.

After all had spoken, the two honor men spoke in turn. One of them, the elder, who spoke last, told this story of his chief, the president of the company:

He recalled, he said, the occasion upon which he first met the president, when he agreed to come to work for him. The president had invited him to lunch and broached the subject, the man at that time being employed by a rival company. After some preliminaries, the president took his pencil out of his pocket and wrote \$50" in very small figures upon the back of a menu card in such a way that the man he was talking to could see and would understand that it was an offer of \$50 a week. As matters then stood with the man, this figure was not especially attractive. With no pause in his "story," the president went on painting the picture of future possibilities and enlarging upon the company's opportunities. Presently, the pencil came out again, the "\$50" was crossed out and rewritten in slightly larger figures. There was no pause, meanwhile, in the "selling talk." In course of time the second "\$50" was scratched out and a third one written in figures still larger than the second.

As the president continued talking, the "prospect" began to give more and more of his attention to the growing size of the figures. At last he brought what he had to say on the subject to a conclusion, and as he did so he took a fresh menu card and wrote the figure "\$50" about three inches high in the centre of the unprinted side, and laid the card down in front of the "prospect."

In concluding his description of the incident, the speaker said that \$50 had never looked so big to him and he agreed to come to work for the company on those terms.

As a matter of selling technique, the idea should be as sound when used in inverse order as in the manner described. The price of an automobile or a fountain pen might be made to appear to shrink by writing it first in large figures and then in progressive smaller figures until, at the "close," it could be written so small that the salesman might have to hand his prospect a magnifying glass to bring it back to legibility.

There is a certain type of sign that always irritates the School-master extremely. It is best exemplified by "Keep Off the Grass" "Keep Out" and "Positively No Goods in This Department Exchanged." Such signs are purely negative in character and frequently offensive. They may be all right in a city park where nothing less than a swift jolt to the right eye will keep gregarious citizens from gathering on the

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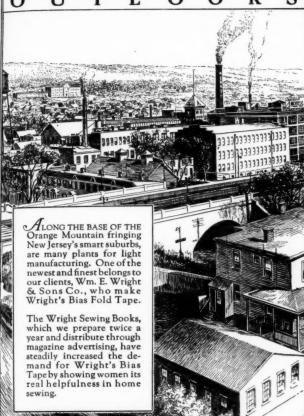
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CHURCHILL-HALL

H.B. LE QUATTE, President

50 UNION SQUARE NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

lawn, but in a retail establishment they are not only tactless but out

It was with more than usual interest, therefore, that the Schoolmaster recently observed the following sign on a counter in Macy's department store in New York City:

You are always assured of clean. spotless and undamaged malines because we do not exchange these goods.

Tactful, yes, but more important, it turned what is ordinarily a negative type of message into a good reason for buying.

One of the most valuable things in building any industry on the right foundation is the word of commendation and encouragement at the right time. In those companies where the higher executives notice the young men who are coming along, real morale is built and there is nothing more valuable.

The Schoolmaster had these thoughts brought forcibly to his attention one day last week. His wife entered a Fifth Avenue bus and discovered she had lost her change pocketbook. Since it was the Schoolmaster's pay day, she was loaded with bills of a high denomination but no change. Later on she reported that conductor Number 182 was most polite about her predicament and advanced out of his own pocket the necessary The Schoolmaster then sent a note to the Fifth Avenue Coach Company which runs the buses, telling of the incident and enclosing a dollar bill so that Number 182 might have ninety cents further to carry on his friendly work among ladies in dis-It was the Schoolmaster's pleasure to receive, the very next, day, the following letter from the president of the company:

"We are in receipt of your let-ter of June 15th, and note with much gratification that one of our conductors—Mr. John Burke—extended to your wife the courtesy of advancing the amount required for the payment of her fare on the occasion to which you allude when she had the misfortune to

lose her pocketbook.

"Your generosity in rewarding Mr. Burke for his action in this connection is indeed appreciated by us, and we shall take pleasure in transmitting to him the one dollar bill which you were so kind as to forward with your letter. At the same time a creditable notation will be entered upon his record.
Yours very truly,
"F. T. Woon,

"President and General Manager."

Here is a president who is never too busy to discover the name of the man who built good-will for his company, to enter "a creditable notation on his record," and then to acknowledge personally the consumer's interest by a friendly note. There is a thought in an incident such as this for every executive who wants to build real good-will for his company in the mind of the consumer, and real morale among his own working force.

The salutation to a letter, although it is really a minor feature. is, nevertheless, important enough to warrant at least a little serious study to the end that it will be a really effective greeting. Imagine the Schoolmaster's surprise, therefore, when he ran through some direct-mail material received during the last several weeks by his neighborhood druggist and, among others, came across the following salutations:

Valued Patron: Esteemed Sir: Dear Colleague:
Dear Drug Store Friend:
Dear Mr. Druggist: Friend Druggist:
Fellow Druggist:
Fellow Druggist:
Dear Friend:
Dear Druggist:
To Our Friend the Retailer:

No doubt, these advertisers were actuated by the very worthy desire of wanting to be original. How-ever, the Schoolmaster wonders whether the plain "Dear Sir." would not be preferable to these long-winded, and very frequently, insincere salutations. It may interest these advertisers, and others as well, to know that the druggist who showed this material to the Schoolmaster told him that these

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SALESMEN'S CONVENTIONS

MASTER REPORTING SERVICE has an established clientele which is larger and more diversified than that of any other organization of stenographic reporters in America. Among those served are many impressive names which would illumine the pages of a Business Blue Book:

AMERICAN BANKERS ASSOCIATION
ASSOCIATED ADVERTISING CLUBS OF THE
WORLD

E. I. du PONT de NEMOURS & COMPANY
AMERICAN TELEPHONE & TELEGRAPH COMPANY
METROPOLITAN LIFE INSURANCE COMPANY
SOCIETY OF AUTOMOTIVE ENGINEERS
CORPORATION TRUST COMPANY
AMERICAN MEDICAL ASSOCIATION

WESTERN ELECTRIC COMPANY
ASSOCIATED BUSINESS PAPERS, INC.
HOOVER MANUFACTURING COMPANY
AMERICAN SOCIETY OF NEWSPAPER EDITORS
ROTARY INTERNATIONAL

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

McGRAW-HILL PUBLISHING COMPANY

This Service offers an easy solution to the problem of how best to retain a complete verbatim record of the full proceedings of conventions and conferences. Yet its cost is negligible as compared with other necessary expenditures. On request we will gladly submit a comprehensive schedule of charges.

A folder entitled "Salesmen's Conventions," by S. Roland Hall, and "Report No. 18" of the Life Insurance Sales Research Bureau, will also be sent free to those interested in the successful conduct of Conventions.

THE MASTER REPORTING COMPANY, Inc.

37 W. 39TH ST. Longacre 1958 NEW YORK 715 PROSPECT AVE.

Main 894

CLEVELAND

209 S. STATE ST. Harrison 3608 CHICAGO

Originators of "THE STENOTYPE WAY" in Reporting



LARGEST DAILY CIRCULATION IN THE ENTIRE WEST!

A circulation concentration of 97% in Los Angeles and immediate suburbs!

REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago, III. H. W. Moloney, 604 Times Bldg., New York A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

SECRETARY - TREASURER

A High-Class Monthly Magazine, international in scopeunlimited field, established 1921-offers an unusual opportunity for a man of executive ability to become Secretary-Treasurer. Must be a live-wire and furnish Al references. Interest in busi-ness-Good Profits and Salary-New York Company. Investment \$10,000.00 Cash. Full details and personal interview. Address "X.," Box 204, Printers' Ink

elongated greetings arouse his ire Usually, they act as a sort of stop sign to him. In other words, they very effectively stop him from reading the body of the letter. Certainly that is something the advertiser did not want to accomplish.

J. L. De Brueys Joins National Bond & Mortgage

John L. De Brueys, who was assistant secretary of the Houston can vention of the Associated Advertising to the World, has joined the National Bond and Mortgage Corporation, Houston, Tex. He was formerly a free lance advertising writer.

W. E. Betts Advanced by Studebaker Corporation

William E. Betts, for three year general advertising manager of the Studebaker Corporation of America, has been appointed wholesale manage of the Cleveland district of that conpany.

Reading Company Appoints I. L. Gordon

Irwin L. Gordon, former publichy director of the Welfare Federation of Philadelphia, has been appointed pub-licity manager of the Reading Compan, Philadelphia, Pa.

"National Reclamation Magazine" Changes Name

The National Reclamation Magazin. Chicago, Ill., changed its name to Reclamation and Form Engineering, beginning with the June issue.

Heads Alabama Publishers

J. C. McLendon, editor and publishe of the Luverne, Ala., Journal, has been elected president of the Alabama Pres Association. F. W. Stanley was elected vice-president and R. B. Vail, secretary

Est. 1873

American Tumberman

CHICAGO, ILL.

112 to 138 pages per issue. 52 times a year.

National Miller

Established 1895

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field. 630 W. Jackson Blvd., Chicago

GIBBONS knows CANADA"

J. J. Cibbons Limited, Advertising Agents MONTREAL TORONTO

Sales Manager Wanted

If you are now earning \$10,000 yearly—

If you are over 35 years of age and a Gentile—

If you can show a successful record of hiring and managing highest grade one-call specialty salesmen—

An established manufacturer has an opportunity for you to earn over \$40,000 annually.

Patented labor saving machine that fills a long existing need among high class manufacturers. Absolutely no competition. One of the best sellers ever put into the specialty field. Just enough sales made to establish substantial background. 95% of potential prospects yet to be called on. Machines installed on three weeks' trial result in 99% sales without further sales effort. Strong advertising support—Complete salesmen's kit showing photographs of prominent installations and hundreds of letters from satisfied firms stating machine pays for itself in from three to twelve months.

This ad appears in several leading publications, so it is to your advantage to outline your previous experience in considerable detail in first letter, which will be held in strict confidence.

Address "J," Box 58, care of Printers' Ink

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Advertising Manager -

OUR YEARS in Department Stores - also in mail order, newspaper and special writing. University graduate.

Address "G.," Box 56, care of Printers' Ink.

SALES MANAGER

Old-established perfume and toilet goods house located in New York seeks a sales manager of proved ability to direct national sales organization. Thorough experience in similar capacity is required. This position offers splendid opportunity to executive of high calibre. Salary open. Only replies containing full information will be considered.

Address "L.," Box 200, Care of Printers' Ink



Southern Newspaper Publishers to Meet

The twenty-third annual meeting of the Southern Newspaper Publishers Association will be held at the Grow Park Inn, Asheville, N. C., on July 6, 7 and 8. A feature of the convention will be devoted to discussions of trade topics. These discussions will be held on July 7 and 8.

Those presiding over these discussions will be: Allen Potts, Richmond News-Leader, labor and mechanical topics; H. Galt Braxton, Kinston, N. C., Free Press, advertising topics; W. A. Elliott, Jacksonville Times, circulation topics, and Clark Howell, Jr., Atlanta Constitution, editorial topics. The twenty-third annual meeting of

torial topics.

The convention will be called to order on July 6 by Arthur G. Newmyer, of the New Orleans Item-Tribune. His annual report will be followed by the reports of Walter C. Johnson, Chattareports of Walter C. Johnson, Chatianooga Netes, secretary-treasurer, and
Cranston Williams, manager. The
chairmen of the following committes
will then report on the activities of
their committees: Edgar M. Foster,
advertising; Victor H. Hanson, agency
relations; R. A. Reeder, business of
fice affairs; W. M. Clemens, code of
ethics; Wiley L. Morgan, editorial
affairs; W. C. Johnson, inter-regional
council; F. C. Withers, labor; Robert
Ewing, postage and legislation, and
John S. Cohen, Washington and Le
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The session on July 7 will be addressed by Adolph S. Ochs, publisher of the Chattanoga Times and the New York Times, who will speak on "Newspaper Making." Russell T. Edwards, of the American Tree Association, will talk on "Forestry and Its Relation to Newspaper and Other Industries" at the session on July 8.

A golf tournament will be played over the links of the Asheville Country Club on the afternoon of July 7. Members of the association will play in one section and guests will play in a separate section.

section.

E. V. Westmeyer with Lyon Metallic Company

E. V. Westmeyer has joined the Lyon Metallic Manufacturing Company, Autora, Ill., manufacturer of steel equipment, in charge of advertising copy and layout work. He was formerly advertising manager and manager of sales correspondence for The Linograph Company, Davenport, Iowa.

Outdoor Advertising of Every Description

Painted Walls, City, Highway and Railroad Bulletins Outdoor Advertising Associates, Times Building, New York Telephone Bryant 0580



PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Bulletins In 137 cities and towns of Northern N.E.

Made Advertising Manager of Albany Packing Company

Chester J. Reid has been appointed advertising manager of the Albany Packing Company, Inc., Albany, N. Y. He was formerly advertising manager of the Rochester Packing Company, Inc., Rochester, N. Y., where he is succeeded by Eugene A. Curtis.

D. S. Eddins, General Sales Manager, Olds Motor Works

D. S. Eddins, who was recently assistant general sales manager of the Chevrolet Motor Company, Detroit, has been appointed general sales manager of the Olds Motor Works, Lansing, Mich. He had been with the Chevrolet company for six years.

Campaign Started on Waldorf Mayonnaise

A campaign has been started on Waldorf Three Star Mayonnaise, manufactured by the El-Food Corporation, Newark, N. J. Samples are being distributed and outdoor advertising is being used.

Elected Secretary of Union Bank Note Company

Edwin W. Birr has been elected secretary of the Union Bank Note Company, Kansas City, Mo. He was formerly with Rogers & Company, Chicago, Ill., as director of sales.

Made Local Advertising Manager, Milwaukee "Journal"

ager, Milwaukee Journal
Ray Arnold has been appointed local
advertising manager of the Milwaukee
Journal and not advertising manager
as was previously reported.

Becomes Hanzl-Rhodes

Becomes Hanzi-Knodes
The firm of William F. Hanzi, advertising art service, New York, has
been reorganized and is now known as
Hanzi-Khodes. The new firm is conducted by William F. Hanzi, Frederic
Hanzi and Walter Rhodes.

OPPORTUNITY

An old established manufacturing concern located in Central Pennsylvania, advertising in architectural and banking journals can use services of young man versed in advertising technique with some knowledge of sales promotion. Splendid opportunity to develop with publicity work. Write formal application with full details to: "H.," Box 57, care of P. I.

THE ST. LOUIS MARKET

Mr. Manufacturer:

IF you have a product of proved repeat merit That is sold through drug and department stores—

And your product is advertised or you will advertise it—

We Want to Represent You If you have what we want. We have what you want.

Straight Commission Basis

Address: "Sales Agency." Box 202, care of Printers' Ink, Syndicate Trust Bldg., St. Louis, Mo.

If-

any independent advertising concern can put us in touch with an occasional printing job or an account, we will be glad to pay a regular commission. High-grade direct bymail booklet and catalogue work on.y, wanted. Our plant with complete facilities and service department is conveniently located near Penn Station. Address "R.," Box 23, care of Printers' Ink.

Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880. Forty-Sixth Year.

Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch Afternoon Paper, Sells for 2 cents Averages nearly 2 pages of want advertisements



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Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New and Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

WOMEN'S MAGAZINE

FOR SALE—Women's publication with 460,000 circulation in farming States, page size 4 cols. 712 lines (934" x. 224") for sale to close an estate. For further information address C. R. Davis, Ass't Trust Officer, Chicago Title & Trust Co., 69 W. Washington St., Chicago.

Florida State-wide Weekly for Sale Saturday Post, size forty-eight pages, colored cover, leading real estate publication of State. Complete printing plant established. Job department, long, low lease, complete staff, sixth largest city in Florida. Legitimate reasons for selling. Quick action necessary. Wire Postal Telegraph Company, Orlando, Florida.

I Desire to Represent south of New York state to North Carolina another National publication in advertising, provided it will not conflict with the present one I am representing. Only proposition with a liberal drawing account will be considered. Can furnish best reference as to ability. Box 581, Printers' Ink.

FOR SALE.—To close an estate, monthly farm magazine established 10 years with 300,000 circulation in all States but principally middlewest; editorial material on farm mechanics; page size 4 cols, 712 lines (9½" x 12½"). Manager estimates that additional investment of \$25,000 would net within three years \$25,000 to \$30,000 profit annually. For further information address C. R. Davis, Ass't Trust Officer, Chicago Title & Trust Co., 69 W. Washington St., Chicago.

Five-year-old Recognized Advertising Agency for Sale—Within 35 miles of Boston. Industrial city—no competition. Local Retail accounts and good Direct-Mail business, both Local and in Boston. No National accounts at present. Good Organization and Equipment with unlimited possibilities for Experienced man. \$5,000 cash will buy it complete and you can get your \$5,000 back the first year. Other interests prevent me from keeping up with its growth. Boston Interview may be arranged with owner. Write Box 589, Printers' Ink.

FOR SALE—25,000 sets of artistic New York view cards, painted in poster style, lithographed in 8 colors. Not yet on market. Must sell for cash quick. Communicate with A. BROUN, 65 Irving Place, N. Y.

PARTNER WANTED

Advertising agency controlling \$400,000 advertising seeks some additional capital with or without services. Prefer successful solicitor or man to direct finances. Box 573, Printers' Ink.

HELP WANTED

EDITOR WANTED for semi-technical monthly in textile-apparel field. One who can interview prominent men in the industry and write authoritative articles. Salary moderate at start. Good future for hard worker. Address Box 572, P. I.

TRADE PAPER SALESMAN WANTED

To call on optical trade in New York, New England, Pennsylvania or any one of the three, on a part-time proposition. Liberal commission allowed. Box 579 P. I.

LOCAL DISPLAY SOLICITOR

Good salary for experienced man to become associated with only newspaper publisher in important Mid-West city. Opportunity to develop new business. Apply for appointment during week of July 6th. E. Katz Special Advertising Agency, 307 No. Michigan Ave., Chicago, Ill.

WANTED

By a manufacturer of a proprietary article distributed mainly through the drug trade—a man who has devoted some attention to the study of advertising and has been associated with others in developing advertising suggestions. One who has had experience in newspaper, magazine, sales-letter and window display advertising is favored. A man between 30 and 40 years of age preferred. Must be resident of Chicago or vicinity. Correspondence must be direct with applicant and not through agencies, and will be treated confidentially. Box 582, Printers' Ink.

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Stenographer-Secretary, Male. Position open in promotion department of national magazine for a young man willing to do secretarial work at a moderate salary for the chance to learn advertising. Must show promise as a writer and must have originality. Box 574, Printers' Ink.

ADVERTISING SALESMAN WANTED

by Advertising Agency. High calibre only, with producing record. Liberal drawing account and commission, future interest in business. Give full details of past experience. Box 576, P. I.

ADVERTISING SALESMAN—to sell our direct-mail syndicated advertising service to business and professional men; splendid opportunity for right man; permanent future; if you are used to earning \$500 or more monthly on commission basis and desire to improve your position, we have the ammunition. The Service System, 442-444 Elizabeth Ave., Newark, N. J.

Experienced sales letter writer required by manufacturer to render direct mail service. We want a part time and consultant service from a man who is now rendering similar service satisfactorily to others, and who is thoroughly experienced in laying out direct mail campaigns and writing letters that will get business. Howard Manufacturing Company. Box 578, Printers' Ink.

BUSINESS ADVANCE MAN

We are conducting health lectures and demonstrations in large department stores, auditoriums, luncheon and national clubs and societies in the principal cities of the country. We need an Advance Man with a good business personality; able to secure lecture dates in conjunction with local store lectures; able to convince mayors and other public officials to publicly endorse our propaganda; able to secure newspaper write-ups before, during and after lecture weeks; qualified to meet business executives and who understands the importance of dealer help and dealer co-operation. If he has general merchandising and sales experience, so much the better. A knowledge of magazine advertising and tie-up co-operation will prove valuable. This is not a job for the usual theatrical Advance Man, but a commercial and business promotion man. Salary and expenses. State age, references, salary and full particulars in your application. Box 681, 2501 World Tower Bldg.

ADVERTISING SOLICITOR—OLD ESTABLISHED TRADE JOURNAL, LEADER IN ITS FIELD, SEEKS SERVICES OF ADVERTISING MAN WHO CAN SELL HIGH CLASS ACCOUNTS AND AGENCIES, PREFERABLY, BUT NOT NECESSARILY, FAMILIAR WITH RADIO BUSI-NESS. STATE AGE, REFERENCES, PAST EXPERIENCE AND COMPENSATION REQUIRED. ADDRESS BOX 586, PRINTERS' INK.

PRINTING SALESMAN by high-grade establishment. Attractive proposition. Only experienced man with ideas and knowledge in printing line need apply. References necessary. Address Volksfreund Printing Co., 46-48 Broadway, Buffalo, N. Y.

Assistant to Advertising Manager wanted by leading house. Good prospects for young man of broad education and practical experience in medicinal and toilet goods advertising and merchandising. Detailed application should be addressed to Box 588, Printers' Ink and will be treated in confidence.

MISCELLANEOUS

FOR RENT—Parlor floor in John Martin's Book House, artistically fitted ready for book business. Also well suited for small advertising agency; 785 sq. ft. 33 West 49 Street, New York City.

POSITIONS WANTED

ARTIST—Letterer and designer of ability is interested in free lance opportunities. Box 587, Printers' Ink.

Artist—with agency experience wishes connection in New York with agency or art studio. Can quickly render layouts, lettering, illustrations and pen and ink subjects. Box 575, Printers' Ink.

COMPOSITOR — LAYOUT MAN

Fifteen years' experience. Seeks position with ad agency. Can make sketches, etc. Thoroughly dependable. Box 583, P. I.

ARTIST—Thoroughly experienced in advertising; national accounts; can do work of a specialist in illustration, figure, design, lettering and layouts. Particularly interested in one-man art department job with future. Box 584, Printers' Ink.

A change in connection is desired. Eighteen years with one change in managerial capacity of largest publishers. Larger experience with sales promotion, merchandising and publicity. Favorable acquaintance with agencies and the larger advertisers. Box 580, P. I.

DESIGNER AND LETTERER

Ideas, dummies and layouts for magazine and direct advertising, planned and executed. Intimate knowledge of type. Fifteen years' experience. Wishes part time arrangement. Specimens. Address Box 577, Printers' Ink.

AVAILABLE

Aggressive—Progressive—Versatile Adertising Man experienced as sales and advertising manager, publicity director, scheme and sales promotion executive. American—age 38 and married. Knows various channels of distribution. Familiar with different direct-by-and-selling-by-mail methods. Prefers connection with manufacturer or publisher within radius 100 miles, N. Y. City. Box 385, P. I.

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The Homer McKee Company, Inc., of Indianapolis, may point significantly to the fact that it has served uninterruptedly as advertising counsel of the Real Silk Hosiery Mills, which in the short span of five years have become the world's largest manufacturers of silk hosiery.

1925 BOOK of FACTS ready

THE Chicago Tribune's seventh annual BOOK of FACTS is ready.

This textbook on markets, media and merchandising is extremely valuable to any manufacturer, agency, sales director and advertising manager.

Statistical information in the 1925 edition has been revised and brought up-to-date and a quantity of new material has been added.

The BOOK of FACTS will be sent to any selling organization requesting it on business stationery.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation Over 600,000 Weekdays and Over 1,000,000 Sundays